

## COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

<p><b>1. Course title:</b> <b>International Brand Management</b></p>	<p><b>2. Course code:</b> Number of ECTS credits: 4 Course completion mode: Course commenced / Year 2019/2020</p>																														
<p><b>3. Major:</b> International Business</p>																															
<p><b>4. Department of major coordinator:</b> Department of Consumption Research</p>																															
<p><b>5. Name of course instructor:</b> Lecture Prof. Justyna Matysiewicz, Ph.D. <b>Examiner</b> Prof. Justyna Matysiewicz, Ph.D.</p>																															
<p><b>6. Department of course instructor:</b> Department of Consumption Research</p>																															
<p><b>7. Number of contact hours with students:</b></p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 33%;">Type of instruction</th> <th style="width: 33%;">Full-time study</th> <th style="width: 33%;">Part-time study</th> </tr> </thead> <tbody> <tr> <td>lectures</td> <td></td> <td></td> </tr> <tr> <td>classes</td> <td>28</td> <td></td> </tr> <tr> <td>foreign language classes</td> <td></td> <td></td> </tr> <tr> <td>lab classes</td> <td></td> <td></td> </tr> <tr> <td>seminars</td> <td></td> <td></td> </tr> <tr> <td>e-learning</td> <td></td> <td></td> </tr> <tr> <td>other</td> <td></td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td>28</td> <td></td> </tr> <tr> <td>examination (hours)</td> <td></td> <td></td> </tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures			classes	28		foreign language classes			lab classes			seminars			e-learning			other			<b>Total hours</b>	28		examination (hours)		
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<p><b>8. Course timeframe - no. of semesters:</b> ...1</p> <p style="margin-left: 40px;">Course commencement / Year 2019/20...</p> <p style="margin-left: 40px;">Course commencement / Semester ...W</p>																															
<p><b>9. Level of tertiary education:</b> Master</p>	<p><b>10. Course status</b> X Elective ...</p>																														
<p><b>11. Course prerequisites</b> Compulsory: Marketing, Marketing management Recommended: Cross culture management, International Business Strategy</p>																															
<p><b>12. Course objectives:</b> To improve managerial competences and skills in building and effective brand management of organizations and products of international range</p>																															
<p><b>13. Teaching and learning methods:</b></p>																															

**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study analysis and group discussion	The case study method is used to illustrate related marketing problems, students work in groups of 2-3.	14	
2.	Interactive lectures	Lectures are provided in an interactive way	14	
Total			AS:28	AN:

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study assessment preparation	Students prepare 5 marketing related case studies	27	
2.	Literature studies	Studying compulsory and recommended literature, studying class notes	30	
3	Report preparation	Inventory of the brand elements	15	
Total			BS:72	BN:

Total AS+BS = ...100....

Examination (E) = ...0....

Total AS+BS+E= ...100....

Total AN+BN = .....

Examination (E) = .....

Total AN+BN+E = .....

**14. Key words:** marketing, brand equity, CBBE, international markets

**15. Course content:**

1. Introduction to Brand Managed
2. Brand Equity and its elements, CBBE model, measurements
3. Foundations of Co-creating Brand Meaning
4. Co-Creating Brand Meaning Over Time
5. Brand Management Challenges
6. International perspective of Brand Management

**16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment**

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
IB2_K06#	1 Knows in-depth mathematical, statistical and qualitative research methods used in researching economic sciences and management sciences. Has in-depth knowledge about their use in the processes of analysis and inference in the field of brand management	Case study	Answers on the given questions
<u>Skills</u>			

IB2_S01# IB2_S02# IB2_S06#	<ol style="list-style-type: none"> <li>1. Is able to use in-depth knowledge in the process of formulating and innovative solving complex, unusual problems in the field of brand management</li> <li>2. Is able to apply the acquired theoretical knowledge in the field of brand management to analyse and assess the situation of entities operating on domestic and international markets. Is able to create advanced brand management strategies, formulate strategic recommendations and management implications and communicate them to the environment in the form of their own oral and written statements as well as during debates and discussions.</li> <li>3. Is able to communicate with diverse audiences using specialized terminology in the field of international brand management.</li> </ol>	Case study	Answers on the given problems in writing / report
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Social competences

IB2_C02# IB2_C04#	<ol style="list-style-type: none"> <li>1. Is ready to recognize the importance of acquired knowledge in the field of international brand management in solving cognitive and practical problems and to seek expert opinions in the event of difficulties in solving the problem independently.</li> <li>2. Is ready to initiate, cooperate and engage in the preparation and implementation of social projects. He knows how to work for the public interest.</li> </ol>	Case study	Answers to problem in the form of a presentation/report
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**17. Method for determining the final course grade:**

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Case study	Answers to the given, problematic questions	30%
2.	Test without access to the textbook	The theory of marketing	20%
3.	Report and presentation	Work in groups and oral presentation	40%
4	Discussion in class	Being active	10%

\* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

**18. Reading list**

Mandatory readings: K.Keller: Strategic Brand Management. Global Edition,  
Suggested readings: M. Beverland: Brand Management Co-creating Meaningful Brands, 2018

**19. Language of instruction: English**

**20. Course instructors' recommendations:**