COURSE DESCRIPTION CARD

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

1. Course title: in Polish / in English Strategie brandingowe / **Branding strategies**	**2.** Course code: Number of ECTS credits: 5 Course completion mode: Course commenced / Year 2019/2020

3. Major: Erasmus

4. Department of major coordinator:

5. Name of course instructor: Lecture: Anna Dewalska – Opitek, PhD Classes Anna Dewalska – Opitek, PhD
Examiner Anna Dewalska – Opitek, PhD

6. Department of course instructor: Department of Organisational Relationship Management

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	15	
classes	15	
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	30	
examination (hours)		

8. Course timeframe - no. of semesters: 1

Course commencement / Year 2019/20

Course commencement / Semester: summer

9. Level of tertiary education: BSc	**10.** Course status ☐ Compulsory for the major… ☐ Compulsory for the specialization … ☐ Elective X

11. Course prerequisites
Compulsory:
Recommended:

12. Course objectives:

The main objective of the course is to acquaint students with the necessary knowledge and practical skills to develop and implement branding strategies. Students will also develop their communication and problems solving competences, as well as presentation team-work skills.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Academic lecture	Multimedia and interactive presentations in the range of theoretical background	15	0
2.	Classes	workshops, , case studies analysis	15	0
Total			AS: 30	AN: 0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Analyzing notes from lecturing and classes	Analyzing information possessed during lectures and classes	25	0
2.	Teamwork	teamwork, practical exercises	35	0
3.	Case studies analysis, preparing presentation	Preparing and conducting presentation based on the teamwork and studying marketing business cases	35	0
Total			BS: 95	BN: 0

Total AS+BS = 125
Examination (E) = 0
Total AS+BS+E= 125

Total AN+BN = …….
Examination (E) =…….
Total AN+BN+E = …….

14. Key words: branding, commercial branding, employer branding, personal branding

15. Course content:

1. Introduction to branding
2. Branding strategies
3. Visual identity and brand personality
4. Positioning strategies and techniques
5. Corporate branding
6. Employer branding and Employee Value Proposition
7. Personal branding
8. Place branding

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
Knowledge			
DKS1_W01#	Is aware of possible branding strategies	MS PPT presentations	Electronic version of MS PPT presentations
Skills			
DKS1_U06#	Is able to implement strategies, solve business problems, make decisions on projects they will develop	Collective work, presentations, discussion, evaluation of input from particular team members	Electronic version of MS PPT presentations
Social competences			
DKS1_K03#	1. Is able to cooperate within teamwork, 2. Plays an active role while preparing tasks	Collective work, presentations, discussion Evaluation of input from particular team members	Electronic version of MS PPT presentations

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.	Presentation	Student's team presents results of business projects	60%
2.	Case studies	Problem solving tasks concerning different aspects of marketing in interactive media	40%

* 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:

1. Steenkamp J.-B.: Global Brand Strategy: World-wise Marketing in the Age of Branding. Wyd. Palgrave Macmillan, Springer, 2017.
2. Temporal, P.: Advanced brand management: managing brands in a changing world. Wyd. John Wiley & Sons, Hoboken, 2010.

Suggested readings:

1. de Chernatony L., McDonald M. H. B., Wallace E.: Creating Powerful Brands. Wyd. Routledge, Oxford, 2011. D. B. Holt, How Brands Become Icons, Harvard Business School Press, Boston, 2004

2. Riesenbeck, H.: Power brands: measuring, making and managing brand success. Wyd. Wiley-VCH Verlag, Weinheim, 2007.
3. D. Millman (ed.), Brand Bible: The Complete Guide to Building, Designing and Sustaining Brands, Rockport Publishers, Beverly MA 2012
4. D. Millman, Brand Thinking and Other Noble Pursuits, Allworth Press, New York, 2011
5. A. Wheeler, Designing Brand Identity, 4th Edition: An Essential Guide for the Whole Branding Team, John Wiley & Sons, Hoboken, NJ, 2012
6. D. B. Holt, How Brands Become Icons, Harvard Business School Press, Boston, 2004

19. Language of instruction: English

20. Course instructors' recommendations: Multimedia room