

**Field of study:****Management****Subject: Advanced brand management**

Level of study: graduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Advanced brand management

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	30		exam
exercises	10		credit with mark
Total	40	5	

Aims of teaching

1. To familiarise students with the theory and practice of advanced brand management.
2. To familiarise students with practical techniques used in advanced brand management.
3. To familiarise students with practical applications of advanced brand management in different contexts and stages of the company life and stages of the product and brand life cycle.

Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Students are able to apply the theory and practice of advanced brand management in practical contexts.	Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr
P_W2	Students know and are able to properly recommend the use of techniques of advanced brand management.	Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG08_Mgr Zarz_WK02_Mgr
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	The student knows and is able to properly use advanced brand management tools in different contexts and stages of the company life and in different stages of the brand and product life.	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr
P_U2	The student is able to hold a constructive discussion regarding the use and recommendation of advanced brand management strategies and tactics.	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	The student is able to hold the team discussion and constructively argue his/her points while conducting brand management oriented debate.	Zarz_KK03_Mgr Zarz_KO01_Mgr Zarz_KO02_Mgr Zarz_KR02_Mgr
P_K2	The student is able to use influencing skills to convince others to his/her point of view in the intellectually disciplined manner.	Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KO01_Mgr Zarz_KO02_Mgr Zarz_KO05_Mgr

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	<p>Brand management in the context of marketing management -in different types of organisations, and in different geographical reach.</p> <p>Brand vision, brand strategy, and consumer, customer knowledge - pro-active, offensive and reactive approach.</p> <p>Positioning, brand management at different stages of product/brand life cycle/different market stages/in different strategic positions of the company.</p> <p>Brand architecture - master branding, hybrid branding, acquisition, and challenges for branding.</p> <p>Stages of brand development, market launch, implementation and results control.</p> <p>Brand equity - creation, shaping - locally internationally, globally.</p> <p>Brand and brand equity development (locally internationally, globally) - repositioning, brand development, revitalisation, withdrawal.</p> <p>Strategic brand communication, tactical brand communication, crisis brand communication.</p> <p>Brand management vs CRM.</p> <p>Brand management vs value creation for shareholders.</p> <p>Measuring brand success - valuation, P+L management, advanced market research, brand diagnosis.</p>	lectures	30 / 30
2	<p>Advanced brand management - practical aspects (brand vision, mission, strategy, positioning).</p> <p>Advanced brand management - creating and maintaining brand equity through innovations and creative promotion.</p> <p>Creating lighthouse identity - how to differentiate and build equity in increasingly complex environment.</p>	exercises	10 / 10

Conditions of completion

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	100

EXERCISES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exercises final credit	100

Teaching methods

- discussion in the class
- exercises
- groups discussion
- lectures

Reading (compulsory)

- P. Kotler. Marketing Management - Strategy, Innovation, and Change - Challenges for Management, 13th edition 2008
- D. Aaker. Managing Brand Equity 1991
- P. Temporal. Advanced Brand Management 2010
- H.Davidson. Offensive Marketing 2003

Reading (additional)

- A. Morgan. Eating the Big Fish 2009
- H. Davidson. The committed Enterprise 2005

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr	1	exam
P_W2	Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG08_Mgr Zarz_WK02_Mgr	1	exam
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr	1	exercises written test Ability to work in the team and hold discussion Case discussions
P_U2	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr	2	Ability to work in the team and hold discussion exercises written test Case discussions
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Zarz_KK03_Mgr Zarz_KO01_Mgr Zarz_KO02_Mgr Zarz_KR02_Mgr	2	Ability to work in the team and hold discussion
P_K2	Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KO01_Mgr Zarz_KO02_Mgr Zarz_KO05_Mgr	2	Ability to work in the team and hold discussion