

**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<br>Zarz_WG05_Mgr<br>Zarz_WG06_Mgr                                   |
| P_W2               | Students know and are able to properly recommend the use of techniques of advanced brand management.                                                                                      | Zarz_WG04_Mgr<br>Zarz_WG05_Mgr<br>Zarz_WG08_Mgr<br>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<br>Zarz_UW02_Mgr<br>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<br>Zarz_UW02_Mgr<br>Zarz_UW03_Mgr<br>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<br>Zarz_KO01_Mgr<br>Zarz_KO02_Mgr<br>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<br>Zarz_KK02_Mgr<br>Zarz_KO01_Mgr<br>Zarz_KO02_Mgr<br>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

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### 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

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

## Reading (compulsory)

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- 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)

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- 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                                      |
|---------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <b>KNOWLEDGE</b>          |                                                                                   |                                                    |                                                                                               |
| P_W1                      | Zarz_WG04_Mgr<br>Zarz_WG05_Mgr<br>Zarz_WG06_Mgr                                   | 1                                                  | exam                                                                                          |
| P_W2                      | Zarz_WG04_Mgr<br>Zarz_WG05_Mgr<br>Zarz_WG08_Mgr<br>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                                      |
| <b>SKILLS</b>             |                                                                                   |                                                    |                                                                                               |
| P_U1                      | Zarz_UW01_Mgr<br>Zarz_UW02_Mgr<br>Zarz_UW03_Mgr                                   | 1                                                  | exercises written test<br>Ability to work in the team and hold discussion<br>Case discussions |
| P_U2                      | Zarz_UW01_Mgr<br>Zarz_UW02_Mgr<br>Zarz_UW03_Mgr<br>Zarz_UW04_Mgr                  | 2                                                  | Ability to work in the team and hold discussion<br>exercises written test<br>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                                      |
| <b>SOCIAL COMPETENCES</b> |                                                                                   |                                                    |                                                                                               |
| P_K1                      | Zarz_KK03_Mgr<br>Zarz_KO01_Mgr<br>Zarz_KO02_Mgr<br>Zarz_KR02_Mgr                  | 2                                                  | Ability to work in the team and hold discussion                                               |
| P_K2                      | Zarz_KK01_Mgr<br>Zarz_KK02_Mgr<br>Zarz_KO01_Mgr<br>Zarz_KO02_Mgr<br>Zarz_KO05_Mgr | 2                                                  | Ability to work in the team and hold discussion                                               |