Subject card

Subject name and code	BRAND MANAGEMENT, PG_00053110
Field of study	Management, Management

Date of commencement of studies	October 2023	Academic year of realisation of subject	2023/2024
Education level	second-cycle studies	Subject group	Optional subject group Subject group related to scientific research in the field of study
Mode of study	Part-time studies (on-line)	Mode of delivery	blended-learning
Year of study	1	Language of instruction	Polish The language of the course is Polish; however, some of the presenting materials may be given in English. Therefore, familiarity with English at the B2 level is recommended.
Semester of study	2	ECTS credits	2.0
Learning profile	general academic profile	Assessment form	assessment

Conducting unit	Department of Management -> Faculty of Management and Economics

Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Wioleta Kucharska
	Teachers	dr hab. inż. Wioleta Kucharska

Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	8.0	0.0	0.0	0.0	16
	E-learning hours included: 12.0						
	Additional information: Lecture - The teacher gives a lecture (speech). The .ppt presentation is only a framework for oral communication. So, students are advised to actively listen. Active listening means that the audience can ask questions and discuss with the teacher.Exercises - we practice using theoretical knowledge in practice based on the "case study" methodology						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	16	4.0	30.0	50

Subject objectives	To familiarize students with the states of real and conceptual objects occurring when conducting business. The course delivers theoretical knowledge, demonstrating its practical application and developing the competence to use it in practice among participating students.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K7_U11] presents a creative, entrepreneurial or innovative approach to solving problems of an organization in various areas of its activity	The student is competent to organize and integrate organizational activities oriented toward increasing the value of the company's brand.	[SU1] Assessment of task fulfilment [SU5] Assessment of ability to present the results of task [SU3] Assessment of ability to use knowledge gained from the subject
	[K7_W02] has an in-depth knowledge of classical and modern management concepts and their application in the management of modern organizations of various types	The student has the ability to identify thresholds of sensitivity to the need to make changes in business, resulting from changes in the environment and rising competition.	[SW1] Assessment of factual knowledge [SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects
	[K7_K03] identifies problems related to undertaking various tasks in the organisation and solves them on the basis of ethical and legal principles and the ability to analyse data in many aspects	The student has the competence to analyze and make decisions that solve various problems of business management. With these solutions, take into account the market, legal and ethical.	[SK5] Assessment of ability to solve problems that arise in practice
	[K7_W13] knows the legal aspects and principles of industrial property and copyright protection, as well as the necessity of managing intellectual property resources	The student has in-depth knowledge about the strategies of cooperation, competition and coopetition. He can point out areas of relationships necessary for the effective functioning of the business.	[SW1] Assessment of factual knowledge [SW3] Assessment of knowledge contained in written work and projects

Subject contents	
	SYLLABUS: 1. Brand equity and value 2.Brand equity: How to communicate the brand to build its equity? (actions & evaluation) 3.Architecture, positioning, brand extension 4. Brand value: How do you manage sales to build a brand? (actions & evaluation) 5. IMP - integrated marketing plan 6. Brand strategy and brand management over time: How is it done? 7. Place brand/place strategy/national brands8. Personal brand

Prerequisites and co-requisites	

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		60.0%	50.0%
		60.0%	50.0%

Recommended reading	Basic literature	Aaker, D.A. (1996a). Measuring Brand Equity Across Products and Markets, California Management Review, 38(3), 102-120.
		Aaker, D.A. (1996b). Building strong brands, New York: Free Press
		Barwise, P., Higson, C., Likierman, A., Marsh, P. (1990). Brands as separable assets, Business Strategy Review, 1(2), 43-59.
		Doyle, P. (2003). Marketing wartości, Warszawa: Felberg SJA.
		Doyle P. (2008). Value-Based Marketing. Marketing Strategies for Corporate Growth and Shareholder Value, West Sussex: John Wiley & Sons.
		Kall, J. (2001). Silna marka: Istota i kreowanie, Polskie Wydawnictwo Ekonomiczne.
		Kall, J., Hajdas, M. (2010). Zarządzanie portfelem marek, Warszawa: Oficyna a Wolters Kluwer business.
		Kall, J., Kłeczek, R., Sagan, A. (2013). Zarządzanie marką, Warszawa: Wolters Kluwer business.
		Kang, K. (2013) Branding pays: The Five-Step System to Reinvent Your Personal Brand, Branding Pays Media, United States of America.
		Kapferer, J.N. (2008). The new strategic brand management: creating and sustaining brand equity, London: Les editions dOrganization.
		Kucharska, W. (2022). Personal branding in the knowledge economy: The inter-relationship between corporate and employee brands. Routledge.
		McDonald, M., Smith, B., Ward, K. (2007). Marketing due diligence: reconnecting strategy to share price, Butterworth-Heinemann.
		McDonald, M., Wilson, H. (2012). Plany marketingowe, Warszawa: Wolters Kluwer business.

	Supplementary literature	Aaker, D.A. (1996a). Measuring Brand Equity Across Products and Markets, California Management Review, 38(3), 102-120.
		Aaker, D.A. (1996b). Building strong brands, New York: Free Press
		Barwise, P., Higson, C., Likierman, A., Marsh, P. (1990). Brands as separable assets, Business Strategy Review, 1(2), 43-59.
		Doyle, P. (2003). Marketing wartości, Warszawa: Felberg SJA.
		Doyle P. (2008). Value-Based Marketing. Marketing Strategies for Corporate Growth and Shareholder Value, West Sussex: John Wiley & Sons.
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	eResources addresses	Adresy na platformie eNauczanie: Zarządzanie marką 2024 - Moodle ID: 37816 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=37816
Example issues/ example questions/ tasks being completed		1. Based on a given case (case study), identify the essence of the problem, propose a solution, and formulate "good managerial practices" that will prevent similar difficulties
Work placement		Not applicable