Course Descriptions None 2015-2016

Course Title	Brand Management
Course Code	EBC2062
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	31-8-2015	23-10-2015	X/E			X/E	

Level	Intermediate
Coordinator	Elisabeth Brüggen For more information:e.bruggen@maastrichtuniversity.nl
Language of instruction	English
Goals	The course has the following objectives: •Learning about the history of brand management •Developing an understanding of key terms and models in brand management •Understanding different theories in branding •Gaining an understanding of the role of brand management in marketing strategy •Introduction to several topics of brand management •Introduction to the role of advertising and communication in branding •Studying how the effectiveness of branding initiatives can be measured •Learning about new development in branding •Actively applying the acquired knowledge by working on a real life branding and communication problem
Description	Brand Management studies how to build, maintain, and exploit a company's most valuable asset: its brands. While products are increasingly becoming more standardized, the only difference that remains is the brand label on them. But brands are no manna from heaven. It takes serious efforts to build a brand, and marketing communication is a major tool in achieving an outstanding brand. How brands can be managed is the starting point and primary topic of the course. We will study what a brand is, which elements constitute a brand, and what needs to be considered in brand management. Brand measurement as well as the basic branding strategies related to brand systems and brand extensions will be discussed. For building brands, 'Integrated Marketing Communication' (IMC) is perhaps the most important instrument and deserves explicit attention. IMC seeks to influence consumer behavior; therefore, understanding the basic aspects of that topic is important for studying brand management. Throughout the course, students work on a real life branding or communication problem to which they have to apply all topics that they have explored in the course. For bachelor students at Maastricht University, the course is part of the Marketing Major. But it can also be chosen as an elective and may therefore be interesting for students who plan to focus on another business area. For example, accounting students learn about the background of an important intangible asset. Strategy students dive into one particularly important strategic issue. Further the course is of interest to anyone who wants to get experience in bridging theory and practice and who wants to learn more about the thrilling world of branding and advertising, which is around us anytime, anyplace, anywhere.
Literature	A detailed literature list will be available on the Eleum site of the course
Prerequisites	
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Attendance / Participation / Written Exam
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Bachelor Economics and Business Economics Specialisation Economics and Management of Information	Free Electives
Bachelor Economics and Business Economics Specialisation International Business Economics	Business Elective
Bachelor Economics and Business Economics Specialisation International Business Economics	Major Marketing
Bachelor International Business Specialisation Emerging Markets	Major Marketing
Bachelor International Business	Business Electives (Major Accounting)
Bachelor International Business	Business Electives (Major Finance)
Bachelor International Business	Business Electives (Major Information Management)
Bachelor International Business	Business Electives (Major Organisation)
Bachelor International Business	Business Electives (Major Strategy)
Bachelor International Business	Business Electives (Major Supply Chain Management)
Bachelor International Business	Major Marketing
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses