

Course Descriptions None 2019-2020

Course Title	Brand Management																																											
Course Code	EBC2062																																											
ECTS Credits	6,5																																											
Assessment	None																																											
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri																																				
	2	28-10-2019	20-12-2019	X/E			X/E																																					
Level	Intermediate																																											
Coordinator	Lieven Quintens For more information:l.quintens@maastrichtuniversity.nl																																											
Language of instruction	English																																											
Goals	<p>The course has the following objectives:</p> <ul style="list-style-type: none"> • 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 developments in branding • Actively applying the acquired knowledge by working on a real life branding and communication problem 																																											
Description	<p>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.</p> <p>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.</p> <p>For building brands, advertising and communication is perhaps the most important instrument and deserves explicit attention. Advertising and communication 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.</p> <p>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.</p>																																											
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	<table border="1"> <tr> <td>Bachelor Economics and Business Economics - Economics</td> <td>Year 3 International Business Economics Elective(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - Emerging Markets</td> <td>Year 3 Elective Course(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - Economics and Management of Information</td> <td>Year 2+3 Elective Course(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Business Elec(s) - Maj Inf Mgmt</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Business Elec(s) - Maj Macro</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Business Elec(s) - Maj Micro</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Core Course(s) - Maj Marketing</td> </tr> <tr> <td>Bachelor International Business - Emerging Markets</td> <td>Year 3 Elective Course(s)</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Accounting</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Finance</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Inf Mgmt</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Org</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj SCM</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Strategy</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Core Course(s) - Maj Marketing</td> </tr> <tr> <td>SBE Exchange Bachelor</td> <td>Bachelor Exchange Courses</td> </tr> <tr> <td>SBE Exchange Master</td> <td>Bachelor Exchange Courses</td> </tr> <tr> <td>SBE Non Degree Courses</td> <td>Bachelor Courses</td> </tr> </table>								Bachelor Economics and Business Economics - Economics	Year 3 International Business Economics Elective(s)	Bachelor Economics and Business Economics - Emerging Markets	Year 3 Elective Course(s)	Bachelor Economics and Business Economics - Economics and Management of Information	Year 2+3 Elective Course(s)	Bachelor Economics and Business Economics - International Business Economics	Year 3 Business Elec(s) - Maj Inf Mgmt	Bachelor Economics and Business Economics - International Business Economics	Year 3 Business Elec(s) - Maj Macro	Bachelor Economics and Business Economics - International Business Economics	Year 3 Business Elec(s) - Maj Micro	Bachelor Economics and Business Economics - International Business Economics	Year 3 Core Course(s) - Maj Marketing	Bachelor International Business - Emerging Markets	Year 3 Elective Course(s)	Bachelor International Business	Year 3 Business Elec(s) - Maj Accounting	Bachelor International Business	Year 3 Business Elec(s) - Maj Finance	Bachelor International Business	Year 3 Business Elec(s) - Maj Inf Mgmt	Bachelor International Business	Year 3 Business Elec(s) - Maj Org	Bachelor International Business	Year 3 Business Elec(s) - Maj SCM	Bachelor International Business	Year 3 Business Elec(s) - Maj Strategy	Bachelor International Business	Year 3 Core Course(s) - Maj Marketing	SBE Exchange Bachelor	Bachelor Exchange Courses	SBE Exchange Master	Bachelor Exchange Courses	SBE Non Degree Courses	Bachelor Courses
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