Course Descriptions None 2022-2023

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

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	31-10-2022	16-12-2022	X			X	

Level	Intermediate
Coordinator	Anne ter Braak For more information:a.terbraak@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 developments in branding
•Actively applying the acquired knowledge by working on a real life branding and communication problem

Description

PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. A RE-EMERGENCE OF THE CORONAVIRUS AND NEW COUNTERMEASURES BY THE DUTCH GOVERNMENT MIGHT FORCE COORDINATORS TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS.

"Brand Management" is a specialized course positioned in the marketing major of the IB and EBE program. The course gives an in-depth view of brand concepts and covers several aspects of marketing communication.

The starting point and primary topic of the course is How brands can be managed. We will study what a brand is, which elements constitute a brand, and what needs to be considered in brand management. We will discuss brand measurement as well as the basic branding strategies related to brand systems and brand extensions.

For building brands, advertising and communication are perhaps the most important instruments and deserve explicit attention. Advertising and communication seek to influence consumer behaviour; therefore, understanding the basic aspects of that topic is important for studying brand management.

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 course website
Prerequisites	
Teaching methods	Presentation / Lecture / Assignment / Groupwork
Assessment methods	Final Paper / Attendance / Written Exam / Presentation
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 - 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