

Course Descriptions None 2024-2025

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

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|------------|------------|-----|-----|-----|-----|-----|
| 2 | 28-10-2024 | 15-12-2024 | X | | | X | |

Level Intermediate
Coordinator Kelly Geyskens For more information:k.geyskens@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 "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 This course is in transition for the bachelor Fiscal Economics. See the Bachelor Education and Examination Regulations for more information.

The following rule applies to bachelor Fiscal Economics students.
TRANSITIONAL REGULATION (EBC2062):
The bachelor Fiscal Economics has been discontinued.

There will be repeat education for year 1 and year 2 courses up to and including academic year 2025-2026 and exam-only up to and including academic year 2026-2027. For year 3 courses there will be repeat education up to and including 2026-2027 and exam-only up to and including academic year 2027-2028.

Whether a course is in transition, cancelled, or replaced may depend on the cohort you are in. Sometimes there are additional criteria. It is therefore very important to carefully read the EER and any addendum so you can apply the rules to your individual situation.

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

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|---|--|
| Bachelor Economics and Business Economics - Economics | Year 3 Business 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 Fiscal Economics | Annex 1 Electives |
| 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 |
| Pre-master International Business specialisation Marketing-Finance | Disciplinary Course(s) |
| Pre-master International Business specialisation Strategic Marketing | Disciplinary Course(s) |