

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

Level	Intermediate
Coordinator	Jos Lemmink For more information: j.lemmink@maastrichtuniversity.nl
Language of instruction	English
Goals	The course has the following objectives:

- | | |
|-------------|---|
| Description | PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED 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. |
| | <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> |

Prerequisites	
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Attendance / Participation / Written Exam

Evaluation in previous academic year

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