

## Course Descriptions NonDegree 2023-2024

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	30-10-2023	15-12-2023	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: <ul style="list-style-type: none"><li>•Learning about the history of brand management</li><li>•Developing an understanding of key terms and models in brand management</li><li>•Understanding different theories in branding</li><li>•Gaining an understanding of the role of brand management in marketing strategy</li><li>•Introduction to several topics of brand management</li><li>•Introduction to the role of advertising and communication in branding</li><li>•Studying how the effectiveness of branding initiatives can be measured</li><li>•Learning about new developments in branding</li><li>•Actively applying the acquired knowledge by working on a real life branding and communication problem</li></ul>							
Description	<p>"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.</p> <p>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.</p> <p>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.</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 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 <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>							
This course belongs to the following programme / specialisation	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				Transition Elective Course(s)			
	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			
	Pre-master International Business specialisation Marketing-Finance				Disciplinary Course(s)			
	Pre-master International Business specialisation Strategic Marketing				Disciplinary Course(s)			
	SBE Exchange Bachelor				Bachelor Exchange Courses			
	SBE Exchange Master				Bachelor Exchange Courses			
SBE Non Degree Courses				Bachelor Courses				