



Please note that this is not your admissions letter.

Welcome to the University of Gävle and the course Brand Management, campus, 7,5 credits!

This course is full half time studies between weeks 45-02.

Syllabus and timetable

[Syllabus with course literature](#)

[Course timetable](#)

Get started with your studies!

To get started with your studies please follow these three steps. More information at hig.se/newstudent

- 1 Activate your computer account**
 You can collect your computer account at hig.se/computeraccount two weeks before the semester starts. Your computer account consists of a username and a password and gives you access to the University web services.
- 2 Register for your courses**
 You must be registered on the course to attend lectures and sit exams. You will lose your place on the course if you do not register in time. Please register for your course via the Student Portal: studentportal.hig.se

Period for self-registration: 17-10-30—17-11-05
 Problems with course registration? Please contact your faculty secretary (contact details below).
 Are you conditionally admitted? [This is what applies to you](#)
- 3 Log in to Blackboard**
 The Blackboard platform is a web-based learning management system where you find your course material. Log in to Blackboard, go to lms.hig.se.

Course	Brand Management, campus, 7,5 credits
Course code	FEG343
Application code	11103 and 11105
Faculty	Faculty of Education and Business Studies
Faculty secretary	Eva Persson
Contact information to faculty secretary	kurs-aue@hig.se
Course coordinator	Ehsanul Huda Chowdhury
Contact details for course coordinator	ehsanul.chowdhury@hig.se , 026-64 84 87

Course Description

In present world Brand is the most powerful element to attract consumers. Often the history of a company's success or even failure is seen through the single perspective of the brand, without taking into account all the other conditions that influences this success or failure. A brand is the tool, which a company can use to become. The interrelationship between the business strategy and the brand strategy needs to be perfect to launch and maintain a brand that can bring success for the business enterprise. Brands often influences perceptions for the customers and stakeholders as well as create emotional attachments for the consumers to participate in voluntary brand promotions. So this course is considered to be an essential course to understand the interrelationship between the business strategy and the brand strategy that will develop marketing skills and expertise of the students for managing brands in a competitive world.

The objective of the course is to increase the students understanding of Brand Management strategies and practices through taking part in class discussions, written examination, analysis of articles, case studies, seminars and group project works. By the end of the course the students are expected to:

- Understand the importance of brands in present world.
- Gain knowledge regarding different techniques and strategies related to brand positioning and management.
- Understand the impact of the real-life strategies and practices on creating and sustaining a brand in the present competitive world.
- Understand the importance of co-ordination between the business strategy and the brand strategy to develop an effective brand nationally and globally.

Course Organisation

The course will be conducted through holding six lectures and discussions on the topics of Managing Brands. Students are requested to attend the six lectures. Moreover, students need to submit the individual home exams as well as individual assignment on article analysis and group literature review assignment on branding theories as well as group case study assignment on brand management practices of Real Life Brands as part of the evaluation for this course. It is compulsory for the students to participate in the individual article analysis seminar and group case study seminar. The students also need to submit their home exams and assignments on safe assign of Blackboard on time as per course schedule to receive grades.

Communication

The communication between students and teacher will be face to face during lectures, seminars and pre-scheduled meetings as well as through e-mails and discussions on Blackboard. The course contents, schedules, and information will be uploaded in the Blackboard and all important announcements related to the course will be also on the Blackboard. Moreover, individual or group emails will be sent to the students' email accounts regarding important matters related to course.

Registration for written exams

Registration for exams, including retakes, via the Student Portal is mandatory. You can register no earlier than five weeks before and no later than ten days before the exam. Please note that registrations will not be accepted beyond this time frame. If you are a distance study student and are unable to sit the exam on campus you can apply to sit the exam at another location. Applications must be submitted no later than three weeks prior to the exam. Contact your faculty for more information.

Course evaluation

After completion of your course a web-based course evaluation questionnaire will be sent to your e-mail address. Your answers in the course evaluation are very valuable and your comments will help us improve and develop the course for the future. All students registered on the course will receive a course evaluation report with all answers compiled.

The University of Gävle is human-centred and develops the understanding of a sustainable living environment.

General information

Library

The library is located in the middle of the campus and is open to everybody. Welcome to the library to activate your entrance card as a library card. You can reach all digital resources such as e-books and e-journals after logging in with your computer account. You can read more about the library services at hig.se/biblioteket

Campus

A map of the campus area is available at hig.se/newstudent

HIG Card

This card works as an entrance card and gives you access to doors and computer rooms. The card also works as a library card as well as a copy card. You can get the card at the reception desk at the Student Centre.

IT Support

This is where you turn if you encounter any problems regarding your computer account or any other IT related problems. The IT support is open for visits 09.00-15.00 in building 22, Monday to Friday. You can also contact them by telephone +46 (0)26 64 88 00 or email itsupport@hig.se

Course syllabus and Reading List

Find your syllabus at hig.se/syllabuses

Course Timetable

Registered students at the University of Gävle can search for and save your course timetables in the Student Portal. If you are not registered, you may find course timetables through our online timetable search service at schema.hig.se

Student Accommodation

You need to apply for accommodation yourself. Please remember to do so in good time before your arrival. You can find information about how to apply for student accommodation at hig.se/newstudent

The Student Centre

At the Student Centre you will meet knowledgeable staff who can assist you in just about anything regarding your studies at the University of Gävle. The Student Centre is located in building 22. You can also find a café in the area and a TV display showing the daily timetabling. You can contact the Student Centre by email at studentcentrum@hig.se

Student support

Sometimes you need help to manage your studies and student life. At the University of Gävle we have several support functions to help you deal with various study-related situations, such as, for example, student health care and support for disabled students. For more information about student support at the University of Gävle, please visit hig.se/studiestod