



Please note that this is not the Notification of selection results.

Welcome to the University of Gävle and the Faculty of Education & Business Studies

COURSE Brand Management 7, 5 credits Campus
IDENTIFYER FEG 343
APPLICATION CODE 11110

COURSE PERIOD Weeks 46-03 (HT 2015)
[SYLLABUS](#)
[SCHEDULE](#)

PERIOD FOR SELF REGISTRATION THROUGH THE STUDENT PORTAL 2015-11-02 until 2015-11-08

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If you are registered and choose to discontinue your studies you have to report it in the Student Portal within three weeks from the course start. If you choose to discontinue your studies later than three weeks into the course you need to contact your faculty secretary.

GET STARTED WITH YOUR STUDIES!

More information at www.hig.se/newstudent

1 COMPUTER ACCOUNT

You can collect your computer account at webkonto.student.hig.se two weeks before the semester starts. Your computer account gives you access to the University web services.

2 THE STUDENT PORTAL

Please register for your course through the Student Portal at studentportal.hig.se

3 BLACKBOARD

The Blackboard platform is a web-based learning management system where you can find course material. Log in via the Student Portal, find your course and enroll.

Course ID in BB **FEG343.11110.11111.2015**

Access code If needed an access code will be sent to you in a separate email.

Period for enrolling

Registration for exam

Registration for ordinary exams as well as re-examinations via the Student Portal is mandatory. You can register for exams five weeks before the exam date at the earliest and no later than ten days before the exam date. Please note that no post-registrations will be accepted. If you for some reason are unable to write the exam at campus, you can apply to write the exam at another location. The application must be submitted no later than three weeks prior to the exam date. Contact your faculty for more information.



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 Organization

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 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.

Course Evaluation

There will be an online course evaluation form uploaded on black board on week 01 for the course and students need to do the online evolution to receive their final grade.