

Course code																																	
Type and description	EC – elective subjects from the discipline of Management and quality studies																																
ECTS credit	1																																
Course name	Brand Management																																
Course name in Polish	Zarządzanie marką																																
Language of instruction	English																																
Course level	8 PRK																																
Course coordinator	dr hab. inż. Magdalena Grębosz-Krawczyk, prof. uczelni																																
Course instructors	dr hab. inż. Magdalena Grębosz-Krawczyk, prof. uczelni Dr inż. Dagna Siuda																																
Delivery methods and course duration	<table border="1"> <thead> <tr> <th></th> <th>Lecture</th> <th>Tutorials</th> <th>Laboratory</th> <th>Project</th> <th>Seminar</th> <th>Other</th> <th>Total of teaching hours during semester</th> </tr> </thead> <tbody> <tr> <td>Contact hours</td> <td>0</td> <td>0</td> <td>0</td> <td>5</td> <td>0</td> <td>0</td> <td>5</td> </tr> <tr> <td>E-learning</td> <td>no</td> <td>no</td> <td>no</td> <td>no</td> <td>no</td> <td>no</td> <td>no</td> </tr> <tr> <td>Assessment criteria (weightage)</td> <td>0</td> <td>0</td> <td>0</td> <td>100%</td> <td>0</td> <td>0</td> <td>100%</td> </tr> </tbody> </table>		Lecture	Tutorials	Laboratory	Project	Seminar	Other	Total of teaching hours during semester	Contact hours	0	0	0	5	0	0	5	E-learning	no	no	no	no	no	no	no	Assessment criteria (weightage)	0	0	0	100%	0	0	100%
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Course objective	<ol style="list-style-type: none"> 1. Familiarise students with knowledge about brand management. 2. Develop students skills in the field of brand management. 																																
Learning outcomes	<ol style="list-style-type: none"> 1. characterize processes of brand management based on real examples – learning outcomes W1, U1, K1 2. design the brand strategy – learning outcomes U1, U2, K1, K2 3. discuss new trends in brand management and evaluate them – learning outcomes W1, W2, U1, K1-K3 																																
Assessment methods	<p>Learning outcomes 1, 2, 3 - report, presentations, observation</p> <p>The final grade consists of:</p> <p>Report - 60%</p> <p>Presentations - 40%</p>																																
Prerequisites	-																																
Course content with delivery methods	<ol style="list-style-type: none"> 1. Brand management concepts. 2. Architecture of brands. 3. Brand strategies. 4. Brand promotion. 5. New trends in brand management. 																																
Basic reference materials	<ol style="list-style-type: none"> 1. Materials supplied during the classes. 2. Keller K.L., <i>Strategic Brand Management</i>, 4 ed., Prentice Hall, London 2013. 																																
Other reference materials	<ol style="list-style-type: none"> 1. Kapferer J.N., <i>The new strategic brand management</i>, 4th ed., Kogan Page, London 2008. 2. Grębosz-Krawczyk M., Siuda D., <i>Modern Brand Management</i>, Wydawnictwo Politechniki Łódzkiej, Łódź 2020. 																																
Average student workload outside classroom	15h																																
Comments	-																																
Last update	July 2020																																