

1. Course information in compliance with the Study Programme of MANAGEMENT									
Course Name: Brand Management							Course Code: C7		
Type of studies: Bachelor's Full-time / Part-time				Profile of education: PRACTICAL			Specialization scope: all		
Year: II Term: 4				Course /module status: obligatory / field course			Course / module language: English		
Type of classes	Lectures	Practical classes			Total	consultation	ECTS Credits		
		tutorials	laboratory classes	seminars			Classes with lecturer	Independent work of student	Total
Teaching Hours Full time studies	15	15	-	-	30	3	1,2	0,8	2,0
including practical classes	-	15	-	-	15	2	0,6	0,4	1,0
Teaching Hours Part time studies	10	10	-	-	20	2	0,8	1,2	2,0
including practical classes	-	10	-	-	10	1	0,4	0,6	1,0
Form of examination	Graded pass / Exam								
Course / module Coordinator	dr Anna Białk-Wolf								
Lecturers	dr Anna Białk-Wolf								
Priority effects of the item specified in the Senate resolution		Z_W01, Z_W04, , Z_U02, Z_U07, Z_K02							
2. Lecturer tasks									
Course learning objectives:									
Brand management course will provide students with practical skills in planning, preparing and introducing a brand to the market. It will also familiarize the students with the principles of strategic brand management.									
Subject code	Expected learning outcomes							Reference to learning outcomes for the field of Management	
Knowledge									

W_01	The student knows and understands at an advanced level the issues occurring in brand management area, and also has the opportunity to acquire advanced knowledge of the right to use the marks goods, including their practical applications.	Z_W01
W_02	The student knows and understands the issues of the role at an advanced level entrepreneurs and entrepreneurship in the economy and society.	Z_W04
Skills		
U_01	The student select appropriate sources and information derived from them for correctly analyze the causes and course of processes in the field of management at the level of economic entities and sourcing, interpret and use advanced theoretical knowledge i practical to evaluate and analyze their market situation, in particular in the field of brand management.	Z_U02
U_02	The student can prepare an oral presentation with the use of a professional terms and concepts in the field of management, and lead in this regard business meeting, conference or debate.	Z_U07
Social competence		
K_01	The student is ready to fulfill social obligations and to co-organize activities for the social and professional environment, initiation doing things in the public interest and thinking and acting in a way enterprising.	Z_K02
Topics of particular classes with the number of hours (part-time / full-time)		
<p style="text-align: center;">LECTURES (Theoretical classes)</p> <ol style="list-style-type: none"> 1. Brand concept. Key brand-related terminology – 1/2 hrs. 2. Brand equity, power and financial value – 1/2 hrs. 3. Brand types and functions – 1/1 hrs. 4. Brand strategies – 2/2 hrs. 5. Brand communication – 3/4 hrs. 6. Brand in social media – 1/2 hrs 7. Measurementasurement of brand awareness and image – 1/2 hrs. <p style="text-align: center;">TUTORIALS (Practical classes)</p> <ol style="list-style-type: none"> 1. Brand extension – 1/2 hrs 2. The role of logos – 1/2 hrs 3. The most valuable brands in the world – 1/2 hrs 4. Brand building and its advantages – 2/2 hrs 5. Choosing the right brand strategy – 2/3hrs 6. Brand Ethics – 1/2 hrs <p>Introducing a brand to the market – 2/2 hrs.</p>		
	Lectures with multimedia presentations, activating and skill exercises, case studies, discussion, solving problems, studying literature, stimulating students to actively participate in classes by the teachers.	

Methods of teaching	
Literature	Kotler P., Armstrong G., Principles of Marketing, Upper saddle River, New Jersey: Pearson Prentice hall 2010
Optional Literature	M. Grębosz-Krawczyk, D. Siuda, Modern Brand Management, Politechnika Łódzka, 2020

3. Tasks and time of independent student work

Tasks descriptions	Number of hours		ECTS Credits	
	Full-time	Part-time	Full-time	Part-time
The tasks of theoretical	10	15	0,4	0,6
Preparation for classes and final exam	10	15	0,4	0,6
The tasks shaping practical skills	10	15	0,4	0,6
Development of the optimization concept for the selected brand	10	15	0,4	0,6
TOTAL student workload in hours	20	30	0,8	1,2

4. Methods of verification and documentation of the learning outcomes assessment

Symbol of learning outcomes	Methods of verification and documentation
W_01, W_02	Discussion at lectures, exam
U_01, U_02	Student's activity in class, participation in discussions, preparation of a project - brand optimization concept, solving practical examples
K_01	Discussion during classes
	Basic criteria of assessment: The condition for passing the exam is obtaining more than 50% of points. from the exam test; The condition for passing the laboratory is the presence and activity in the class as well as a submitted and approved project. The final module grade for the subject consists of 40% of the exam grade and 60% of the laboratory grade. Assessment criteria: up to 50% - insufficient 51% - 60% - satisfactory 61% - 70% - a sufficient plus 71% - 80% - good 81% - 90% - a good plus from 91% - very good