

Subject card

Subject name and code	Brand management, PG_00131430						
Field of study	Archaeology						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2024/2025	
Education level	undergraduate studies	Subject group					
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	1	Language of instruction				Polish Polish	
Semester of study	2	ECTS credits				2.0	
Learning profile	academic	Assessment form					
Conducting unit	Zakład Handlu Zagranicznego -> Katedra Biznesu Międzynarodowego -> Faculty of Economics -> Rektor						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Joanna Bednarz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	Additional information: lecture with multimodal presentations, case studies, discussions						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	The student will have the opportunity to learn about the brand management process. First, get acquainted with preparation for introducing the brand to the market: coming up with a brand name, preparing a graphic sign and marketing slogan, as well as registering these elements with the patent office. The student will then learn the strategies brand management, methods of brand valuation. He will learn the specifics of hypermarket brands, local, global and national brands.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
			The student knows and understands the strategies and marketing tools used in brand management in the enterprise. The student has knowledge about people as consumers and knows the reasons for making purchasing decisions. The student has knowledge about the functioning of entities economic in the area of brand management. The student has the ability to observe and analyze the activities of business entities in the field of brand management.			[SW1] oral statement/ conversation/discussion [SU4] test/exam - oral or written	

Subject contents	<ol style="list-style-type: none"> 1. Essence, identity and strength of the brand - definition and essence of the brand, brand levels, brand identity, determinants of brand strength, market success of the brand, benefits of having a strong brand for the owner and buyer 2. The process of introducing a new brand to the market - discussion of the stages of introducing a new brand to the market 3. Brand name - definition and meaning of brand names, brand name structure, brand name categories, process of shaping a new name, marketing slogan 4. Brand graphic symbol - types, essence of color, lettering, shape 5. Legal aspects of registering a brand - the procedure for registering a brand in Poland, the European Union and third countries, documents, costs, role of patent offices 6. Brand architecture - individual brand, product line brand, product range brand, umbrella brand, hybrid brands, practice of creating brand architecture 7. Brand portfolio management - brand extension - causes, benefits, threats and procedures for brand extension, brand life extension - causes, benefits and threats 8. Analysis of market position and brand valuation - brand share in the market, brand image research, concept and valuation of brand value, examples of the most valuable brands in the world and in Poland 9. Brands in retail - the essence of hypermarkets' own brands, their classification, specificity of packaging, market characteristics in selected countries 10. Global brands - essence, benefits of having global brands, adaptation and standardization, product categories susceptible to creating global and local brands, intercultural differences in advertising 11. National brands - image and reputation of the country, country of origin/production effect, components of a national brand according to W. Olins and S. Anholt, rankings of national brands 12. Brand management in the marketing departments of domestic and global companies 			
Prerequisites and co-requisites				
Assessment methods and criteria	Subject passing criteria		Passing threshold	Percentage of the final grade
	quizzes, activity		0.0%	20.0%
	test		51.0%	80.0%
Recommended reading	Basic literature		P. Kotler, K.L. Keller, Marketing Management, Pearson, any year of publication.	
	Supplementary literature		<ol style="list-style-type: none"> 1. Bednarz J., Influence of national marketing on brands management in Polish enterprises on foreign markets, International Journals of Emerging and Transition Economies", 2009, vol. 2, no 2, s. 263-270. 2. Bednarz J., The role of national branding. Implications for Poland, Viesasis Administravimas Public Administration", 2006, no 3-4 (11-12), s. 75-79. 3. Bednarz J., History of brands in Poland, "Prace i Materiały Instytutu Handlu Zagranicznego", 2006, nr 21, s. 171-179. 	
	eResources addresses		Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed				
Work placement	Not applicable			

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