

Subject card

Subject name and code	Brand Policy, PG_00156039						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	postgraduate studies		Subject group		Obligatory subject group in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		4.0		
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wioleta Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	7.0	8.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
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	15		36.0		49.0	100
Subject objectives	Celem przedmiotu jest zapoznanie studentów z istotą marki oraz jej rolą w procesie budowania strategii marketingowej przedsiębiorstwa.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W03] The student has an extended knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands advanced concepts, principles and legal norms and regulations governing the functioning of business entities.	Students possess knowledge of legal regulations concerning trademark protection, intellectual property, and advertising and marketing communication laws, which are essential for ensuring that marketing activities comply with legal requirements.	[SW1] oral statement/conversation/discussion
	[ZARZMU2_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes. The student is able to inspire and organize the learning process of others.	Students are aware that knowledge in the field of brand management, marketing tools, and market trends quickly becomes outdated due to dynamic technological, consumer, and regulatory changes.	[SK1] oral statement/conversation/discussion
	[ZARZMU2_W08] The student has in-depth knowledge of enterprise and entrepreneurship, determinants shaping the effectiveness of economic activity with regional and international aspects.	The student possesses knowledge about the role of a brand in the context of entrepreneurship and its impact on the efficiency of business operations.	[SW4] test/exam - oral or written
	[ZARZMU2_U06] The student can forecast and simulate complex economic and social phenomena concerning the macro scale (economy) and micro terms (enterprise) using complex methods and tools applied in management and quality studies.	Umiejętność prognozowania zjawisk makroekonomicznych, takich jak zmiany w preferencjach konsumentów, zmiany technologiczne czy regulacje prawne, jest kluczowa dla skutecznego zarządzania marką.	[SU2] presentation/project/paper/report
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	The student is able to gather and analyze key information about the market, consumers, and competitors, which is essential for making strategic and operational decisions related to brand management.	[SU5] implementation of a problem task
	[ZARZMU2_K04] The student knows the need to resolve dilemmas related to the profession's performance and fulfilling social obligations. He correctly identifies them.	Students are aware of the ethical and social dilemmas that may arise in brand management. They recognize situations where brand-related decisions, such as those concerning social responsibility, advertising ethics, or communication, can impact stakeholders and the broader social environment.	[SK2] presentation/project/paper/report
Subject contents	- The essence of the concept of a brand. Brand, brand identity, and brand image definitions, structure, relationships, and connections between the concepts. - The brand management process - Benefits of branding. Characteristics and conditions for building a strong brand - The process and conditions for launching a new brand on the market - Brand portfolio management - Brand marketing research, brand measurement - Sensory approach to the brand-building process		
Prerequisites and co-requisites	Knowledge of basic concepts in marketing and marketing management.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	A test on lecture content.	60.0%	50.0%
	Partial grades from tasks completed during exercises.	60.0%	50.0%
Recommended reading	Basic literature	J. Kotarbiński, Marka 5.0, PWN, Warszawa, 2021 K.L. Keller, Strategiczne zarządzanie marką. Kapitał marki - budowanie, mierzenie i zarządzanie, Wydawnictwo Nieoczywiste, 2016	
	Supplementary literature	A. Chimkowska, Autentyczny personal branding, czyli silna marka osobista w praktyce, MT Biznes, 2022 Harvard Business Review. Zarządzanie marką, Onepress, 2006	
	eResources addresses	Adresy na platformie eNauczanie:	
	Example issues/ example questions/ tasks being completed	Present the evolution of the concept of a brand. Introduce Kapferer's Brand Identity Prism using an example of a selected brand. Present a selected brand, highlighting the elements of its smashing concept	
Work placement	Not applicable		

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