

Subject card

Subject name and code	Trademark Management, PG_00148625						
Field of study	Psychology						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	uniform Master's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
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						
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		5.0		25.0	60
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 of brand management and 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
	[PSYCHJ5_K06] He/she is responsible for his/her own preparation for work, decisions taken, actions taken and their effects, he/she feels responsible towards people for whom good he/she tries to act, he/she expresses such an attitude in the environment of specialists and indirectly models this approach among others.	Developing an optimal solution to a practical case in a group	[SK5] implementation of a problem task
	[PSYCHJ5_W06] He/she has in-depth knowledge of human development in the life cycle, in biological, psychological and social aspects.	The student has knowledge about people as consumers and knows the reasons for making purchasing decisions.	[SW4] test/exam - oral or written
	[PSYCHJ5_U08] He/she is able to efficiently use selected theoretical approaches to analyse the undertaken practical activities.	The student has knowledge about the functioning of entities economic in the area of brand management.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[PSYCHJ5_U02] He/she is able to use and integrate theoretical knowledge in the field of psychology and related disciplines in order to analyse complex psychological, educational, aid or therapeutic problems, as well as diagnose and design practical activities.	The student has knowledge about the functioning of entities economic in the area of brand management.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[PSYCHJ5_K07] He/she is sensitive to social and psychological problems, he/she is ready to communicate and cooperate with the environment, including people who are not specialists in a given field, and to actively participate in groups and organizations implementing psychological activities.	The student has knowledge about people as consumers and knows the reasons for making purchasing decisions.	[SK1] oral statement/conversation/discussion
	[PSYCHJ5_U07] He/she has in-depth skills of observing, diagnosing, rationally assessing complex psychological situations and analysing motives and patterns of human behaviour.	The student has the ability to observe and analyze the activities of business entities in the field of brand management.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[PSYCHJ5_W05] Has a structured and in-depth knowledge of the specialization of psychology, including terminology, theory, and methodology.	The student knows and understands the strategies and marketing tools used in brand management in the enterprise.	[SW4] test/exam - oral or written
	[PSYCHJ5_U03] He/she is able to communicate efficiently using various channels and communication techniques with specialists in the field of psychology, as well as with recipients outside the group of specialists, using modern technological solutions.	Active participation in discussions during classes	[SU1] oral statement/conversation/discussion
	[PSYCHJ5_W01] He/she knows the terminology used in psychology and its application in related disciplines at the advanced level.	Student is familiar with the terminology of brand management	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion

Subject contents	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 13. Case study conducted in groups		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	70.0%
	active part	0.0%	30.0%
Recommended reading	Basic literature	P. Kotler, K.L. Keller, Marketing Management, Pearson, any year of publication.	
	Supplementary literature	1. 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		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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