University of Gdańsk

Subject card

Subject name and code	Brand Management, PG_00199394		
Field of study	Economics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	2	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. Dariusz Tłoczyński, prof. UG	
	Teachers	mgr Anna Michalska-Szajer dr hab. Dariusz Tłoczyński, prof. UG	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	15.0	0.0	45
	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	45	0.0	5.0	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 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
[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	The student is ready to think and act in an entrepreneurial way; adapts to new situations and conditions, takes up the challenges of creative thinking.	[SK1] oral statement/conversation/ discussion
[EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions	The student has structured knowledge of the functioning of business entities in the area of brand management. The student discusses the issues during consultation hours with the lecturer.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	The student has in-depth knowledge of enterprise decisions in the field of brand management.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[EKONMU2_W05] has a knowledge of the human being as a manufacturer and consumer and has a knowledge of the human being as a creator of culture and social structures	The student has extended knowledge about man as a consumer.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[EKONMU2_U07] can independently propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this respect	The student is able to independently propose solutions to economic problems in the field of brand management.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONMU2_U03] can analyse causes and course of economic and social processes and phenomena, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	The student has the ability to observe, understand and analyze the activities of business entities in the field of brand management.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

Subject contents

1. Essence, identity, and strength of the brand - definition, and essence of the brand, brand levels, brand identity, determinants of brand strength, the market success of the brand, benefits of having a strong brand for the owner and buyer
2. 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
3. Brand architecture - individual brand, product line brand, product range brand, umbrella brand, hybrid brands, the practice of creating a brand architecture
4. Brand portfolio management - brand extension - causes, benefits, threats, and procedures for brand extension, brand life extension - causes, benefits, and threats
5. 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
6. 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
7. Brand management in the marketing departments of domestic and global companies

The student discusses these issues during consultations with the course instructor

Prerequisites and co-requisites

None

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	30.0%
quizzes, discussions	51.0%	20.0%
exam	51.0%	50.0%

Recommended reading

Basic literature	P. Kotler, K.L. Keller, Marketing Management, Pearson, any year of publication.

	Supplementary literature	1. Kotler P., Keller K., Marketing Management, Pearson, New York 2016, or any edition dated after 2000. 2. 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. 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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