



FH Salzburg

Course Syllabus

Study programm	Business Management
Course code	BWIB4BRAIL
Course title	Branding
Term / year of study when the course is delivered	Spring/Summer Term
Cycle	1st cycle
ECTS credits / contact hours	3 / 28
Teaching units (hours/week - SWS)	2
Course type	ILV (Interactive lecture)
Prerequisites	<ul style="list-style-type: none">• B2 level in English, basic understanding of the principles of marketing
Language of instruction	English
Course content	<p>Overarching course objective is to stimulate student interest in branding. Specifically, this course aims to:</p> <ul style="list-style-type: none">• Provide the student with the fundamental knowledge of central concepts, models, and theories and of practical tools relating to branding products, organizations (and other entities)• Enhance students' decision making skills, her/his ability to express ideas persuasively and to listen critically and respectfully to the ideas of classmates• Prepare students for a career in brand management / communicative functions <p>Topics covered:</p>

Technology
Health
Media

	<ul style="list-style-type: none"> • Developing a general understanding of branding / brand management: definition, meaning and history of brands / branding • Different concepts of branding and brand management • Anchoring brands / brand management in corporate governance: Internal Branding, Employer Branding • Anchoring brands/brand management in the minds of the external audience - 360° Branding, management of customer touchpoints • Brand Strategies • Measuring the impact of brands 															
Learning outcomes	<p>After attending this course, the student</p> <ul style="list-style-type: none"> • Knows and understands branding concepts, tools, and techniques applied by leading businesses across the world • Can apply the gained knowledge to solve small case studies • Can communicate clearly and present his or her ideas in a convincing manner • Is able to pursue autonomous learning based on the feedback received 															
Learning methods	Self-reflection, group work, exam															
Assessment methods & criteria	<ul style="list-style-type: none"> • Student presentation 50 % • Final exam 50 % 															
Grading Scale	<table> <tr> <td>1</td> <td>Excellent</td> <td>100 - 93%</td> </tr> <tr> <td>2</td> <td>Good</td> <td>83 - 92%</td> </tr> <tr> <td>3</td> <td>Good average</td> <td>70 - 82%</td> </tr> <tr> <td>4</td> <td>Below average</td> <td>50 - 69%</td> </tr> <tr> <td>5</td> <td>Insufficient</td> <td>< 50%</td> </tr> </table>	1	Excellent	100 - 93%	2	Good	83 - 92%	3	Good average	70 - 82%	4	Below average	50 - 69%	5	Insufficient	< 50%
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2	Good	83 - 92%														
3	Good average	70 - 82%														
4	Below average	50 - 69%														
5	Insufficient	< 50%														
Recommended resources	<ul style="list-style-type: none"> • Aaker, D.A. (1996): Building Strong Brands, Free Press. 															



	<ul style="list-style-type: none">• Fisher-Buttinger, C. & Vallaster, C. (2008): Connective Branding: Building Brand Equity in a Demanding World, Wiley.• Keller, K.L. (1998): Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Prentice Hall.
Attendance	75%

Version: 16 July 2019



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