



Please note that this is not your admissions letter.

Welcome to University of Gävle and the Course Brand Management C,7, 5 credits for Campus students!

This course is full time between weeks 46-03 of 2016 & 2017. I, Ehsanul Huda Chowdhury, am your course coordinator. Contact me on e-mail first ehachy@hig.se or phone 026-64 8487 if you have any questions about this course.

Syllabus and Schedule

[Syllabus with course literature:](#)

[Course schedule:](#)

Get Started with Your Studies!

To get started with your studies please follow these three steps. More information at hig.se/newstudent

- 1 Collect Your Computer Account**
 You can collect your computer account at webkonto.student.hig.se two week before the semester starts. Your computer account consists of a username and a password and gives you access to the University web services.
- 2 Register in the Student Portal**
 You must be registered on the course to attend lectures and to sit exams. You will lose your place on the course if you do not register in time. Please register for your course in the Student Portal at studentportal.hig.se

 Period for self-registration in the Student Portal: 2016-11-07—2016-11-13
 Are you conditionally admitted? [This is what applies to you](#)
- 3 Log in to Blackboard**
 The Blackboard platform is a web-based learning management system where you find your course material. The day after you registered in the Student Portal you can access your course in Blackboard. Log in via the Student Portal.

Course	Brand Management C 7,5 Cr Campus, Web based HT 2016
Course code	FEG343
Application Code	11146
Faculty	Faculty of Education and Business Studies
Faculty secretary	Eva Persson
Contact Information	kurs-aue@hig.se

Course Description:

In present world **Brand** is the most powerful element to attract consumers. Often the history of a company's success or even failure is seen through the single perspective of the brand, without taking into account all the other conditions that influences this success or failure. A brand is the tool, which a company can use to become. The interrelationship between the business strategy and the brand strategy needs to be perfect to launch and maintain a brand that can bring success for the business enterprise. Brands often influences perceptions for the customers and stakeholders as well as create emotional attachments for the consumers to participate in voluntary brand promotions. So this course is considered to be an essential course to understand the interrelationship between the business strategy and the brand strategy that will develop marketing skills and expertise of the students for managing brands in a competitive world.

The objective of the course is to increase the students understanding of Brand Management strategies and practices through taking part in class discussions, written examination, analysis of articles, case studies, seminars and group project works. By the end of the course the students are expected to:

- Understand the importance of brands in present world.
- Gain knowledge regarding different techniques and strategies related to brand positioning and management.
- Understand the impact of the real-life strategies and practices on creating and sustaining a brand in the present competitive world.
- Understand the importance of co-ordination between the business strategy and the brand strategy to develop an effective brand nationally and globally.

Course Organisation

The course will be conducted through holding six lectures and discussions on the topics of Managing Brands. Students are requested to attend the six lectures. Moreover, students need to submit the individual home exams as well as individual assignment on article analysis and group literature review assignment on branding theories as well as group case study assignment on brand management practices of Real Life Brands as part of the evaluation for this course. It is compulsory for the students to participate in the individual article analysis seminar and group case study seminar. The students also need to submit their home exams and assignments on safe assign of Blackboard on time as per course schedule to receive grades.

Communication

The communication between students and teacher will be face to face during lectures, seminars and pre-scheduled meetings as well as through e-mails and discussions on Blackboard. The course contents, schedules, and information will be uploaded in the Blackboard and all important announcements related to the course will be also on the Blackboard. Moreover, individual or group emails will be sent to the students' email accounts regarding important matters related to course.

Registration for Written Exams

Registration for exams as well as retakes via KronoX is mandatory. You can register no earlier than five weeks before and no later than ten days before the exam. Please note that no post-registrations will be accepted. If you are a distant education student and are unable to sit the exam at campus you can apply to sit the exam at another location. Applications must be submitted no later than three weeks prior to the exam. Contact your faculty for more information.

Course Evaluation

After completion of your course a web-based course evaluation questionnaire will be sent to your HiG e-mail address. Your answers in the course evaluation are very valuable and your comments will help us to improve and to develop the course for the next implementation. All students registered on the course will receive a course evaluation report where all answers are compiled.