

**SYLLABUS**

# **Strategic Brand Management: Global Perspective 7.5 credits M7030N**

**Strategisk varumärkesutveckling: ett globalt perspektiv**

**Course syllabus admitted: Autumn 2023 Sp 1 - Present**

**DECISION DATE  
2022-02-11**

# Strategic Brand Management: Global Perspective 7.5 credits M7030N

## Strategisk varumärkesutveckling: ett globalt perspektiv

### Second cycle, M7030N

Education level	Grade scale	Subject	Subject group (SCB)
Second cycle	U G VG *	Företagsekonomi	Business Administration

### Main field of study

Business Administration

## Entry requirements

Completed courses of at least 120 credits, with at least the grade Pass, of which at least 60 credits in Business Administration. This must include the following course: Principles of marketing (M0004N or M0015N) 7,5 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

## Selection

The selection is based on 30-285 credits

## Course Aim

After passing the course the student should be able to:

1. describe and explain important concepts of branding theory
2. utilize scientific literature within the area and assess its relevance for own work
3. explain how brands create value for companies
4. present and discuss information, analysis and conclusions related to global branding strategies in written and oral form

## Contents

The course deals with theories and concepts within the area of branding as well as strategies for how companies can develop and manage global brands. The course includes analysis and application of branding literature as well as practical exercises in brand strategy that aim to create a broad theoretical as well as practical understanding of the subject.

## Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

Lectures, seminars, group assignments, case studies and/or project work. The course is given in English.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. Course aim 1-2 are assessed in compulsory individual assignments

Course aim 1-4 are assessed in compulsory group assignments

A prerequisite for approved results is attendance at compulsory attendance occasions. The results of all the course parts are weighted together to the final grade on the course (U / G / VG).

## Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term “unauthorized aids” refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

## Remarks

Students must register to the courses themselves or contact the ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se) not later than three days after the quarter commences. Failure to do so can result in the place being lost. This also applies to the students with a place guarantee.

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0002	Individual assignments	U G#	3.5	Mandatory	A20	
0003	Group assignments	U G#	4	Mandatory	A20	

## Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

## Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-02-11

## Syllabus established

by Director of Undergraduate Studies Bo Jonsson Department of Business Administration, Technology and Social Sciences 2011-02-07