

Syllabus

for course at advanced level

Brands and Branding

Varumärken och varumärkesstrategiskt arbete

7.5 Higher Education

Credits

7.5 ECTS credits

Course code:	PR4533
Valid from:	Spring 2023
Date of approval:	2021-03-24
Changed:	2022-05-10
Department	Stockholm Business School
Main field:	Advertising and Public Relations
Specialisation:	A1N - Second cycle, has only first-cycle course/s as entry requirements

Decision

This syllabus was approved by the head of department at Stockholm Business School, Stockholm University 2021-03-24, and revised by the head of department 2022-05-10.

Prerequisites and special admittance requirements

Degree of Bachelor worth at least 180 credits, English 6, or the equivalent.

Course structure

Examination code	Name	Higher Education Credits
4533	Brands and Branding	7.5

Course content

The course addresses the phenomena of brands and branding, born in the realm of business but having been extended into other realm as well, affecting not only businesses but society at large.

Corporate branding is one of the central aspects of marketing practice with the purpose of building brand value and offering models such as brand DNA, brand identity, brand image and brand equity.

Still, corporate branding is not the determining factor of brand meaning and value which are also negotiated among consumers and other stakeholders.

Students are introduced to the processes through which the meanings and values of brands are created, approached not only from corporate perspectives, but also from consumer perspectives as well as cultural and critical perspectives.

Some of the topics discussed during the course are corporate branding, brand equity, brand value, brand meaning and co-creation, brand authenticity and critical perspectives on brands and branding.

Learning outcomes

The aim of the course is to provide in-depth knowledge of basic models and theories of brand strategic work and of brands not only as corporate resources but also as cultural resources in contemporary consumer culture. Students should also be able to critically reflect on the phenomena of brands and brand strategic work in society at large.

Upon successful completion of this course, the student shall be able to:

Knowledge and understanding

1. Demonstrate ability to describe and compare theories and central concepts about brands and branding from different perspectives.

Skills and abilities

2. Demonstrate ability to apply different theoretical approaches to brands as to understand their meanings in different contexts.

3. Demonstrate ability to conceptualise, argue and persuade their position orally and in writing.

Judgement and approach

4. Demonstrate ability to analyse consumer culture as an ideological framework for understanding how companies, consumers and other stakeholders deal with brands in markets.

5. Demonstrate ability to critically reflect upon and evaluate the significance of brands for individual consumers and companies as well as for society at large.

Education

The teaching consists of lectures, seminars and group work, and requires a significant portion of self-study on the part of students.

The language of instruction is English.

The teaching takes place on campus and online.

For more detailed course information, see the study guide, published on the learning platform no later than one month before the course commences.

Forms of examination

a) Forms of examination

Assessment for the course will be continuous and is carried throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following weighted assessment tasks:

1. Individual course essay: assesses intended learning outcomes 1–5; constitutes 70 % of total course points.
2. Group Work and active seminar participation: assesses intended learning outcomes 1–5; constitutes 20% of total course points.
3. Individual seminar assignment: assesses intended learning outcomes 1–5; constitutes 10% of total course points.

The examination is conducted in English.

If the student has a certificate from Stockholm University with a recommendation for special support, the examiner has the opportunity to give an adapted test or let the student complete the test in an alternative way.

b) Grading scale

Grading takes place according to a criterion-referenced seven-point grading scale:

A = Excellent

B = Very good
C = Good
D = Satisfactory
E = Sufficient
Fx = Failed, some more work required
F = Failed, much more work required

c) Grading and assessment criteria

Grading criteria

The course's grading criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. A higher grade-level presupposes the abilities at lower levels.

A (Excellent)

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good)

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

C (Good)

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory)

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient)

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

Fx (Fail)

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

F (Fail)

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

Assessment criteria

The course's assessment criteria, which serve as support for the assessment of the course's assessment tasks, are announced at the start of the course.

d) Final grade

The course comprises 0–100 course points. A passing grade (A–E) in the course requires that all learning outcomes are met, 50 course points and at least 50 points on individual assessment tasks.

The scale for the final grade is tied to fixed score intervals: A: 90–100; B: 80–89; C: 70–79; D: 60–69; E: 50–59; Fx: 45–49; F: 0–44. The grades correspond to the total course points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course. Current rounding rules are applied (0,5–0,9 course points are rounded up to the nearest higher, full course point).

Each assessment task is awarded 0–100 points. The points from an individual assessment task are multiplied by its percentage weight, constituting its course points. The course points for all assessment tasks are summed up to a total score between 0 and 100 course points. The total score is translated into a corresponding grade A–F.

Assessment tasks 1 and 2 are assessed on a 100-point scale.

Assessment tasks 3 is assessed on a 100-point scale in three intervals:

- 100% = 100 points.
- 50% = 50 points.
- Less than 50% = 0 points.

For more information on how the assessment tasks are assessed, see the study guide.

The student is responsible for completing the course's assessment tasks and obtaining a passing grade. If a passing grade is not obtained, the student can re-sit assessment task 1, at which the result is added to the course points achieved at the course's other assessment tasks. Acquired course points are forfeited if a passing grade is not obtained at the re-sit exam.

If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E. If less than 45 course points are achieved, a grade F is obtained.

A student who does not obtain a passing grade on the regular exam or the re-sit exam loses the course points obtained and is referred to re-register at a later course round.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- a students can re-sit assessment task 1 to obtain a passing grade without attending the course's learning activities or other assessment tasks.

Exemption from an assessment task is granted if the student presents a written certificate (e.g. a medical certificate), whereupon the student may re-sit the assessment task at a later date decided by the head of course, and while maintaining previously acquired course points.

The application for exemption should be submitted to the director of studies immediately after, or during planned absences well before the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester.

e) Failed grades

For each course instance, two examination opportunities are normally offered. If during an academic year, a course instance is missing, at least one examination instance is offered.

A student who has received the grade F on an examination twice in a row by one and the same examiner have the right to have another examiner appointed at the next examination, unless there are special reasons to the contrary. The request is made to the director of studies.

A student who has received a passing grade on an examination may not retake the examination or complete a previously not completed assessment task to achieve a higher grade. A passing grade cannot be changed to a failing grade at the student's request.

f) Supplementary assignments

The head of course provides a supplementary assignment for a student who receives the grade Fx. The following applies:

- Shortcomings of an understanding nature can only be assessed against the grade E.
- Simpler deficiencies of a formal nature can be assessed against the entire grading scale.
- As a rule, the assignment must be submitted within a week after the course results have been announced, unless otherwise agreed with the examiner.
- If a complementary task is not completed within this time limit, the grade Fx is confirmed.

Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

Limitations

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

Required reading

Course literature and other teaching materials are specified on the course's webpage no later than two months prior to the course commences.