DESCRIPTION OF THE OBJECT

FIELD OF STUDY	Management
SPECIALISATION	Trade and services
MODE OF STUDY	Full-time studies / Part-time studies
SEMESTER	6

Name of the subject	Brand management in trade	
Hourly dimension of particular forms of classes	Full-time studies – 30 Part-time studies - 18	
• **lectures**	Full-time studies – 10; Part-time studies – 8	
• **other forms**	Full-time studies – 20; Part-time studies - 10	

Learning objectives:	− Presentation of basic concepts and strategies of brand management as well as possibilities and limitations of their application − To present basic methods and techniques which support decision-making related to brand management

Learning outcomes for the subject

Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
EK_W01	demonstrate knowledge of the development, operation and design of brand management systems, their improvement and the determinants of change	K_W07 K_W08	P6S_WG
EK_W02	demonstrate knowledge of selected brand management concepts and their evolution	K_W05 K_W08	P6S_WG
EK_U03	correctly interpret and explain the phenomena occurring in the process of brand management, taking into account changes in the enterprise environment	K_U02	P6S_UW
EK_U04	identify and analyse the sources and course of the basic processes of brand management	K_U03	P6S_UW
EK_K05	is aware of the constant development of knowledge and the need to update it, therefore recognises the necessity of lifelong learning and deepening of knowledge, as well as inspiring and organising the learning process of others	K_K01	P6S_KK

Content number	Educational/ curricular content	Reference to learning

		outcomes for the subject
	Lectures	
T_01	Essence and strategic importance of a brand	EK_W01 EK_W02 EK_K05
T_02	Types and functions of a brand	EK_W01 EK_W02
T_03	Brand loyalty - types, levels and degrees	EK_W01 EK_W02
T_04	Brand image	EK_W01 EK_W02
T_05	Brand value	EK_W01 EK_W02 EK_K05

	Exercises	
T_06	Basic brand strategies taking into account name criterion	EK_U03 EK_K05
T_07	Building strategies vs. buying strategies for brands	EK_U04 EK_K05
T_08	Brand extension strategies	EK_U04 EK_K05
T_09	Brand licensing and franchising strategies	EK_U04 EK_K05

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	T_01 – T_05
Conversation lecture	
Problem-based lecture	
Informative lecture	
Discussion	
Working with text	
Case study method	T_06 – T_09
Problem-based learning	
Didactic/simulation game	
Exercise method	T_06 – T_09
Workshop method	
Project method	
Multimedia presentation	
Audio and/or video demonstrations	
Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball" method, constructing „mind maps")	
Other (which ones?) - ...	
…	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For assessment 2	For assessment 3	For assessment 4	For assessment 5
EK_W01	The student is unable to demonstrate knowledge of the creation, functioning and design of brand management systems	The student is able to demonstrate knowledge of the creation, functioning and design of brand management systems	The student is not only able to demonstrate knowledge of the creation, functioning and design of brand management systems but also their improvement	The student is not only able to demonstrate knowledge of the creation, functioning and design of brand management systems, but also their improvement and conditions of change
EK_W02	The student is unable to demonstrate knowledge of selected concepts of brand management	Student can demonstrate knowledge of selected concepts of brand management	The student will not only be able to demonstrate knowledge of selected brand management concepts but also their evolution	The student not only demonstrates knowledge of selected concepts of brand management, but also their evolution and is able to indicate examples of application
EK_U03	Student is unable to correctly interpret phenomena occurring in the process of brand management	Student is able to correctly interpret phenomena occurring in the process of brand management	The student is not only able to interpret but also to explain the phenomena occurring in the process of brand management	The student is not only able to interpret but also to explain the phenomena occurring in the process of brand management taking into account changes in the enterprise environment
EK_U04	The student is unable to identify the sources of of basic processes of brand management	The student is able to identify the sources of of basic processes of brand management	The student is not only able to identify but also to analyse the sources of of basic processes of brand management	The student is not only able to identify and analyse sources, but also to describe the course of basic processes of brand management
EK_K05	The student does not perceive the relationship between the competences of different actors and environments and their influence on brand management in commerce	The student has a basic understanding of the relationship between the competences of different actors and environments and their influence on brand management in commerce	The student duly perceives the relationship between the competences of different actors and environments and their influence on brand management in commerce	The student fully perceives the relationship between the competences of different actors and environments and their influence on brand management in commerce

Verification of learning outcomes	EK symbols for the module/subject				
	W01	W02	U03	U04	K05
Written examination					
Oral examination					
Written credit	X	X	X	X	X
Oral credit					
Written colloquium					
Oral colloquium	X	X	X	X	X
Test					
Project					
Written work					
Report					
Multimedia presentation					
Work during exercise	X	X	X	X	X
Other (which?) -					

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	20	10
3. Consultation with the teacher	-	-
Total 1+2+3	**30**	**18**
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	20	32
Total 4+5	**20**	**32**
SUMMARY 1+2+3+4+5	**50**	**50**
Total ECTS credits according to the study plan	**2**	

Reference literature	1. Keller L.K., (2011) Strategiczne zarządzanie marką, Wolters Kluwer Polska, Warszawa 2. Wheeler A., (2010) Kreowanie marki, PWN, Warszawa 3. Kall J., (2001) Silna marka. Istota i kreowanie, PWE, Warszawa 4. Szulce H., Janiszewska K., (2012) Zarządzanie marką, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań
Complementary literature	1. Kall J., Hajdas M., (2010) Zarządzanie portfelem marek, Wolters Kluwer Polska, Warszawa 2. Lindstrom M., (2009) Brand sense. Marka pięciu zmysłów, Helion, Gliwice 3. Patkowski P., (2010) Potencjał konkurencyjny marki, Poltext, Warszawa 4. Marconi J., (2002) Marketing marki, K. E. Liber, Warszawa 5. Kall J., Kłeczek R., Sagan A., (2006), Oficyna Ekonomiczna, Karków 6. Kotler P., Pfoertsh W., (2008) Zarządzanie marka w segmencie B2B, PWN, Warszawa