Course title:	Brand Management
Course title in Polish:	Zarządzanie marką
Course for discipline:	Management and Quality Sciences

Semester:	5	Status of course:	faculty	Language:	english
Academic year:		Catalog number:			

Coordinator of course:	Hanna Górska-Warsewicz, PhD, Assoc. Prof.
Lecturer od course:	Hanna Górska-Warsewicz, PhD, Assoc. Prof.
Executing unit:	Management Institute
Ordering unit:	Doctoral School SGGW
Assumptions, goals and description of the course:	Assumptions and Objectives: 1. To provide doctoral students with knowledge, competencies, and skills related to brand management. 2. To present the methodology of building and managing a brand within both the micro and macro environments of an enterprise. Course Description: An overview of tools and key guidelines essential for building strong, transparent, and valuable brands. The specifics of developing a comprehensive brand management strategy. Long-term trends in branding illustrated through examples of global and local brands. Brand equity from both monetary and marketing perspectives. Brand heritage, brand leadership, and brand personality — discussed theoretically and through case studies of the world's most valuable brands. Brand architecture. Brand identity and brand image.
Didactic form, number of hours:	Tutorials, 10h
Teaching methods:	multimedia presentation, discussion
Limits of people in the group:	20

Learning outcomes		
KNOWLEDGE - the graduate knows and understands:	SKILLS - the graduate is able to:	COMPETENCES - the graduate is ready to:
To the extent enabling to revise the existing pradigms in the field/discipline - the world achievments, gathering theoretical background as well as general and selected detailed issues	Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline	Critically evaluate the achievments in the field/discipline represented
Major general development trends in the field/discipline		Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect
		Support the ethos of scientific circles and conduct independent research
The method of verification of learning outcomes:	Exam and project work	
Form of documentation of achieved learning outcomes:	Exam protocol, project work, student attendance list	
Elements and weights of the final grade:	50% exam, 50% project work	
Place of the course:	Teaching room	

Basic and supplementary literature
1. Keller K.L., Swaminthan V. (2019): Strategic Brand Management: Building, Mesuring and Managing Brand Equity, Global Edition, Pearson 2. Aaker D.D. (2024): Managing Brand Equity: Caputalizing on the Value of a Brand Name. Free Press 3. Kapferer J.N. (2012): The New Strategic Brand Management: Advanced Insights and Strategic Thinking. Kogan Page
Comments:

Estimated number of hours of work of the doctoral student necessary to achieve the assumed learning outcomes:	10

Leraning outcomes reference to the second degree characteristics of the National Qualification Framework (level 8) covering doctoral competences:		
Symbol:	Learning outcomes:	8 level NQF
SD1_KW01	To the extent enabling to revise the existing pradigms in the field/discipline - the world achievments, gathering theoretical background as well as general and selected detailed issues	P8S_WG
SD1_KW02	Major general development trends in the field/discipline	P8S_WG
SD1_KU05	Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline	P8S_UW
SD1_KK01	Critically evaluate the achievments in the field/discipline represented	P8S_KK
SD1_KK03	Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect	P8S_KK
SD1_KK08	Support the ethos of scientific circles and conduct independent research	P8S_KR