

Valid from 2026.FS

Module description: Brand Management		
Module Code	w.BA.XX.2BM-IM.XX	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	Students develop a detailed understanding of comprehensive brand management, realizing that products and services are not only commodities and functions, but also mental constructs and acquire knowledge of consumer perception.	
Organizational Unit	Institut für Marketing Management	
Module Coordinator	Jesse Bächler	
Deputy Module Coordinator	Anna-Maria Strässner	
Program and Specialization	<ul style="list-style-type: none"> • Elective module (see module table) 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory Elective	Program Phase Main Study Period
Prerequisite Knowledge	Advanced Business English 1 and 2	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 	
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation Social Competence <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 	

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Module Learning Objectives	Students... <ul style="list-style-type: none">• become familiar with the instruments of an integral and professional brand management – from building a brand identity to positioning and putting it into action through strategy, portfolio, and development.• understand the significance of professional brand management in the current competitive environment.• can describe the process of identity-oriented brand construction.• recognize the challenges of closing the gaps between brand perception and brand identity.• apply the essential positioning approaches and the process of personality-oriented brand positioning to practical examples.• learn about brand architectures and develop different brand-strategic options.																																							
Module Content	<ul style="list-style-type: none">• The traditional (identity- and positioning-based) approach to brand management• The Ehrenberg-Bass approach to brand management• Creating and managing distinctive assets• Consumers and their brands																																							
Links to other modules	This module is linked to the following modules:																																							
Digital Learning Resources	<ul style="list-style-type: none">• None																																							
Methods of Instruction	<ul style="list-style-type: none">• Problem-Oriented Teaching• Lecture• Literature Review		Social Settings Used: <ul style="list-style-type: none">• Individual Work• Group Work																																					
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Large Class</td><td>28 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>28 h</td><td>0 h</td><td colspan="2">62 h</td></tr></table>						Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	28 h	-			Small Class	-	-			Group Instruction	-	-			Practical Work	-	-			Seminar	-	-			Total	28 h	0 h	62 h	
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Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">-</td><td></td><td></td><td></td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr><tr><td colspan="5"></td></tr><tr><td>Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>Brandscape</td><td>Grade</td><td>Einzelarbeit</td><td>0</td><td>50.00</td></tr><tr><td>Talk/oral presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>20</td><td>50.00</td></tr></table>					End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources										Others	Assessment	Format	Length (min.)	Weighting	Brandscape	Grade	Einzelarbeit	0	50.00	Talk/oral presentation	Grade	Gruppenarbeit	20	50.00
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Classroom Attendance Requirement	None																																							
Compulsory Reading	<ul style="list-style-type: none">• Sharp, B. & Romaniuk, J. (2018). How Brands Grow. Part 2. Including emerging markets, services, durables, new and luxury brands. 2nd Edition. Australia & New Zealand: Oxford University Press. ISBN 9780195596267.• Romaniuk, J. (2018). Building Distinctive Brand Assets. 2nd Edition. Australia & New Zealand: Oxford University Press. ISBN 9780190311506.• Sharp, B. (2017). How Brands Grow. What Marketers Don't Know. 8th Edition. Australia & New Zealand: Oxford University Press. ISBN 9780195573565.• Romaniuk, J. (2023). Better Brand Health: Measures and Metrics for a How Brands Grow World. Oxford University Press. ISBN 0190340908.																																							
Recommended Reading																																								

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Comments

Students are expected to purchase or otherwise acquire the necessary textbooks.