

## Course: Brand Management 1 Written Exam

credits: 3

<b>Course code</b>	LBVB19BRD1A	<b>Modes of delivery</b>	Education
<b>Name</b>	Brand Management 1 Written Exam	<b>Assessments</b>	Written Exam - Written, organised by STAD examinations
<b>Study year</b>	2021-2022		
<b>ECTS credits</b>	3		
<b>Language</b>	English		
<b>Coordinator</b>	E.A. Voerman		

### Learning outcomes

Upon completion of this course, students should be able to:

- explain the major elements of a brand; i.e. "what is a brand"?
- plan, develop & organise a brand marketing programme;
- make decisions for current real life strategic & tactical (international) business cases;
- explain what is marketing research and the marketing research industry; • develop, organise, practise and interpret a marketing research.

Program Learning Outcomes from the IB Framework:

WT 1-3, WT2-3, WW 6-3, LW 9-3, LW 11-3, LW 12-3, LW 13-3, LW 14-3, TWM 15-3, TWM 16-3, TWM 17-3, TWM 18-3, TWM 19-3, TWM 20-3, TWM 23-3, LW 11-3, TWM 24-3

### Content

#### **Prerequisites:**

IB students need to have been either on PLM or SAB, preferably both. With completing all credits in Osiris from either PLM or SAB. Exchange students: previous knowledge of the corresponding subject area is required.

#### **Content**

Brand management, the theoretical and practical approach.  
Marketing research, the theoretical and practical approach.

### Included in programme(s)

Minor International Marketing

### School(s)

International Business School