

# Course: Brand Management 1 Written Exam

Course code Name Study year ECTS credits Language Coordinator LBVB19BRD1A Brand Management 1 Written Exam 2021-2022 3 English E.A. Voerman

### Modes of delivery Education

Assessments

Written Exam - Written, organised by STAD examinations

# 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

# Included in programme(s)

Minor International Marketing

#### 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.

# School(s)

International Business School

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# credits: 3