



GRADUATE SCHOOL

GM1110 Branding & Consumption, 7.5 credits

Varumärkesbyggande och konsumtion, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by School of Business, Economics and Law on 2012-12-06 and was last revised on 2017-09-26 by Faculty Board of the School of Business, Economics and Law to be valid from 2018-01-15, spring semester of 2018.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Branding and Consumption, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

Marketing and Consumption

Specialization

A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Branding and Consumption, the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School.

Learning outcomes

Upon completion of the course the student shall be able to:

1. Describe and critically evaluate the relation between branding and consumption in society.

2. Apply relevant branding and marketing theories to a business case, communicate analyses and recommendations to a qualified audience.

The examination outcomes for a Master of Science relate to the course's learning outcomes.

Course content

Branding & Consumption concerns the role of brands and branding in consumer society. Brands have transformed the way companies manage their business and consumers manage their social lives. Brands function as an interface between companies and consumers and works as a medium for meaning making. Consumers have also become more active in sharing their views of brands with many others through new media channels. Brand management is thus increasingly an issue of managing meaning. The course takes a social constructivist approach. From such an approach, brands are viewed as socially constructed and negotiated by market actors such as managers, marketers and consumers. The aims of the course is to provide the students with a comprehensive theoretical framework to understand and analyze the branding-consumption interface and give them the opportunity to develop practical knowledge through a real business case. Therefore, the course is divided into two phases: a theoretical and a practical one.

Form of teaching

The teaching is based on lectures, tutoring, seminars, group work and individual assignments. Seminars are compulsory.

Language of instruction: English

Assessment

The intended learning outcomes are examined by means of individual written assignments and a group case assignment.

Learning outcome 1 is assessed through individual written assignments and participation in seminars. The written assignments are strictly individual and cooperation with other students is forbidden. If failing, students have the possibility to complement the written assignments within a set time limit to achieve pass.

Learning outcome 2 is assessed through a group case assignment that includes an oral presentation in front of an audience and a written report.

If a student, who has failed the same examined component twice, wishes to change examiner before the next examination, a written application shall be sent to the department responsible for the course and shall be granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In cases where a course has been discontinued or has undergone major changes, the student shall normally be guaranteed at least three examination occasions (including the ordinary examination) during a period of at least one year from the last time the course was given.

The number of examinations is limited to five.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

For Pass on the course, Pass is required on both learning outcome 1 and 2. For Pass with Distinction on the course, Pass with Distinction is required on learning outcome 1, and Pass on learning outcome 2.

Course evaluation

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.