



GRADUATE SCHOOL

GM1120 Branding & Consumption, 7.5 credits

Varumärkesbyggande och konsumtion, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2021-09-27 and was last revised on 2023-09-25 to be valid from 2024-01-15, spring semester of 2024.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Branding & 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 & Consumption, the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School.

Learning outcomes

On successful completion of the course, the student will 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, as well as

communicate analyses and recommendations to a qualified audience.

The course is sustainability-related, which means that at least one of the learning outcomes clearly shows that the course content meets at least one of the University of Gothenburg's confirmed sustainability criteria.

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 relation between branding and consumption 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

Lectures, tutoring, seminars, group work and individual assignments.

Language of instruction: English

Assessment

Learning outcome 1 is assessed through an individual written exam.

Learning outcome 2 is assessed through a group assignment that includes an oral presentation to an audience and a written report.

A failed group assignment can be supplemented to a pass grade.

Individual exams shall be written individually, cooperation in formulating text, tables, figures etc. is not allowed.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed.

The number of examinations is limited to five.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on all learning outcomes. The grade (A-E) corresponds to the total score a student obtains on the individual written exam (80% of final grade) and the result on the written group report and oral presentation (20% of final grade). To receive a pass grade (A-E) $\geq 50\%$ points is required. The scale is tied to fixed score intervals:

A: 85-100%

B: 75-84%

C: 68-74%

D: 60-67%

E: 50-59%

F: $<50\%$

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.