

Subject card

Subject name and code	Branding, PG_00178803						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study	
Mode of study	part-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	3		ECTS credits			6.0	
Learning profile	academic		Assessment form			exam	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wioleta Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	16.0	0.0	0.0	0.0	32
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	32		2.0		116.0	150
Subject objectives	The aim of the course "Branding" is to deepen students' theoretical knowledge and develop their analytical and design competences in the field of strategic brand management as an intangible organizational asset.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[ZARZMU2_W02] The student has an in-depth knowledge and understanding of various organizations, including their complexities, functional areas, internal processes, and their interactions with the environment.		The student possesses in-depth knowledge and understanding of the role of the brand as a strategic organizational asset, its impact on the structure and functioning of various types of organizations, as well as the relationships between brand architecture and the competitive and social environment.			[SW4] test/exam - oral or written	
	[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.		The student diagnoses problems related to brand positioning, organizational identity, and its perception by stakeholders, and then designs innovative branding solutions tailored to changing market conditions and the social environment.			[SU4] test/exam - oral or written	

Subject contents	Lecture topics:		
	1. Introduction to Branding (definitions, the role of brands in marketing, brand functions) 2. History and Evolution of Branding (key stages in branding development, classical and contemporary approaches to brand management) 3. Brand Identity vs Brand Image (essence of the concepts, relationships between identity and image, types of brand image) 4. Brand Identity Models (Kapferers Brand Identity Prism, Aakers Brand Equity Dimensions, Lindstroms Brand Break-down Model, sensory branding) 5. Brand Elements (criteria for designing brand elements, legal protection of the brand) 6. Brand Positioning (STP, USP, perceptual mapping) 7. Personal Branding (branding of leaders and influencers, opportunities and risks of personal branding) 8. Sustainable Branding and Brand Ethics (socially engaged brands, green branding) 9. Rebranding (motives and objectives, stages of the rebranding process) 10. Employer Branding		
Workshop topics:	1. Analysis of Brand Identity and Brand Equity 2. Analysis of Core Brand Identity Models (Kapferers Brand Identity Prism) 3. Brand Personification Creating Brand Archetypes 4. Designing Visual Brand Identity Brandbook and Moodboard 5. Digital Branding Strategy Building Brand Presence in Social Media 6. Brand Research Creating a Perceptual Map of the Brand 7. Brands, Social Values, and Sustainable Development Drafting a Brand Value Declaration 8. Personal Brand Management 9. Developing Employer Branding Campaigns		
Prerequisites and co-requisites	Basic knowledge in the field of management acquired during first-cycle (Bachelors) studies.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	50.0%
	Completion of a final assignment – presentation/project/paper/report	51.0%	50.0%

Recommended reading	Basic literature	K. .L. Keller, Strategiczne zarządzanie marką. Kapitał marki - budowanie, mierzenie i zarządzanie, Wydawnictwo Nieoczywiste, 2016 J. Kotarbiński, Marka 5.0, PWN, Warszawa, 2021
	Supplementary literature	A. Chimkowska, Autentyczny personal branding, czyli silna marka osobista w praktyce, MT Biznes, 2022 Harvard Business Review. Zarządzanie marką, Onepress, 2006
	eResources addresses	Basic https://open.icm.edu.pl/server/api/core/bitstreams/af630e61-bbc1-486e-9abd-67d77aa75892/content - The article addresses the concept of Employer Branding and provides a comprehensive review of the literature in this field.
Example issues/ example questions/ tasks being completed	What are the main risks associated with excessive exposure of a personal brand? Fill in Kapferers Brand Identity Prism for a specific brand (e.g. Volvo, Red Bull) and identify any inconsistencies. Assign brand archetypes to three global brands and justify your choice based on brand communication. Design an employer branding campaign for any company, taking into account the EVP and communication channels.	
Work placement	Not applicable	

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