University of Gdańsk

Subject card

Subject name and code	Brand management, PG_00131430		
Field of study	History		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
Education level	Bachelor's studies	Subject group	
Mode of study	full-time studies	Mode of delivery	e-learning
Year of study	1	Language of instruction	Polish polish
Semester of study	2	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Joanna Bednarz, prof. UG	
	Teachers	dr hab. Joanna Bednarz, prof. UG	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	0.0	0.0	0.0	30

E-learning hours included: 30.0

eNauczanie source addresses:
Moodle ID: 11230 Zarządzanie marką
https://mdl.ug.edu.pl/course/view.php?id=11230

Additional information:

lecture with multimodal presentations, case studies, discussions

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	30	0.0	20.0	50

Subject objectives

The student will have the opportunity to learn about the brand management process. First, get acquainted withpreparation for introducing the brand to the market: coming up with a brand name, preparing a graphic sign andmarketing slogan, as well as registering these elements with the patent office. The student will then learn the strategiesbrand management, methods of brand valuation. He will learn the specifics of hypermarket brands, local, global and national brands.

Learning outcomes

Course outcome	Subject outcome	Method of verification
	The student knows the terminology in the field of brand management. The student has knowledge about a person as a consumer, and knows the reasons for making purchasing decisions. The student has knowledge about the functioning of business entities in the area of brand management. The student knows and understands the strategies and marketing tools used in brand management in an enterprise.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written

<table>
<tr><td>Subject contents</td><td>1. Essence, identity and strength of the brand - definition and essence of the brand, brand levels, brand identity, determinants of brand strength, market success of the brand, benefits of having a strong brand for the owner and buyer
2. The process of introducing a new brand to the market - discussion of the stages of introducing a new brand to the market
3. Brand name - definition and meaning of brand names, brand name structure, brand name categories, process of shaping a new name, marketing slogan
4. Brand graphic symbol - types, essence of color, lettering, shape
5. Legal aspects of registering a brand - the procedure for registering a brand in Poland, the European Union and third countries, documents, costs, role of patent offices
6. Brand architecture - individual brand, product line brand, product range brand, umbrella brand, hybrid brands, practice of creating brand architecture
7. Brand portfolio management - brand extension - causes, benefits, threats and procedures for brand extension, brand life extension - causes, benefits and threats
8. Analysis of market position and brand valuation - brand share in the market, brand image research, concept and valuation of brand value, examples of the most valuable brands in the world and in Poland
9. Brands in retail - the essence of hypermarkets' own brands, their classification, specificity of packaging, market characteristics in selected countries
10. Global brands - essence, benefits of having global brands, adaptation and standardization, product categories susceptible to creating global and local brands, intercultural differences in advertising
11. National brands - image and reputation of the country, country of origin/production effect, components of a national brand according to W. Olins and S. Anholt, rankings of national brands
12. Brand management in the marketing departments of domestic and global companies</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>No requirements</td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>test</td><td>51.0%</td><td>80.0%</td></tr>
<tr><td>quizzes, activity</td><td>51.0%</td><td>20.0%</td></tr>
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<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>P. Kotler, K.L. Keller, Marketing Management, Pearson, any year of publication.</td></tr>
<tr><td>Supplementary literature</td><td>1. Bednarz J., Influence of national marketing on brands management in Polish enterprises on foreign markets, International Journals of Emerging and Transition Economies", 2009, vol. 2, no 2, s. 263-270.
2. Bednarz J., The role of national branding. Implications for Poland, Viesasis Administravimas Public Administration", 2006, no 3-4 (11-12), s. 75-79.
3. Bednarz J., History of brands in Poland, "Prace i Materiały Instytutu Handlu Zagranicznego", 2006, nr 21, s. 171-179.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>no</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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