

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		

Subject contents	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		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	80.0%
	quizzes, activity	51.0%	20.0%
Recommended reading	Basic literature	P. Kotler, K.L. Keller, Marketing Management, Pearson, any year of publication.	
	Supplementary literature	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.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	no		
Work placement	Not applicable		

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