

Subject card

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|--|--|--|--|-------------------------------------|---------|------------------------|-----|
| Subject name and code | Customer Experience & Branding, PG_00177933 | | | | | | |
| Field of study | Finance and Accounting, Informatics and Econometrics, Management | | | | | | |
| Date of commencement of studies | October 2026 | | Academic year of realisation of subject | | | 2027/2028 | |
| Education level | Master's studies | | Subject group | | | Optional subject group | |
| Mode of study | full-time studies | | Mode of delivery | | | at the university | |
| Year of study | 2 | | Language of instruction | | | English | |
| Semester of study | 4 | | ECTS credits | | | 5.0 | |
| Learning profile | academic | | Assessment form | | | credit | |
| Conducting unit | | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr hab. Anna Dziadkiewicz | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 45.0 | 0.0 | 0.0 | 0.0 | 60 |
| | 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 | 60 | | 4.0 | | 61.0 | 125 |
| Subject objectives | The aim of the course is to provide students with a comprehensive understanding of how branding and customer experience (CX) shape the perception and value of organizations in a competitive and dynamic market environment. The course explores theoretical foundations and practical tools for creating, managing, and evolving strong brands, while simultaneously designing meaningful and engaging customer experiences. | | | | | | |

| Learning outcomes | Course outcome | Subject outcome | Method of verification |
|-------------------|--|---|---|
| | [ZARZMU2_W01] Has an in-depth knowledge and understanding of the theories in management, quality sciences, economics, and finance and their role within the social sciences. This knowledge is particularly relevant for making informed business decisions | The student demonstrates advanced knowledge of key theories, concepts, and models in branding and customer experience management, and understands their relevance for strategic decision-making in business and marketing contexts. | [SW4] test/exam - oral or written |
| | [ZARZMU2_U06] Can utilize and integrate structured, detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and formulate solutions, including innovative ones, to complex or atypical management problems that arise in professional settings | The student is able to integrate knowledge from branding and customer experience management to diagnose complex consumer-related challenges and design innovative brand or CX strategies that address real-world business dilemmas in a structured and evidence-based manner. | [SU2] presentation/project/paper/report |
| | [FiRMU2_W01] Possesses a thorough understanding of the development of theories in management, quality sciences, economics, and finance. They are well-versed in the nature and trends of these fields and recognize their significance within the broader context of social sciences, particularly in relation to finance and accounting | At an advanced level, based on structured theoretical knowledge, students know and understand the nature and development trends of theories related to customer experience management and brand building, along with their place in the social sciences system, particularly from an economic and marketing perspective and in terms of their impact on brand value and financial decisions in an organization. | [SW4] test/exam - oral or written |
| | [FiRMU2_U06] Is equipped to apply their comprehensive knowledge of management, quality sciences, economics, and finance to address dilemmas and develop effective solutions - including innovative approaches - to complex or unusual problems encountered in the fields of finance and accounting | The student is able to use and integrate structured and detailed knowledge of customer experience management and the economic aspects of brand building in order to resolve dilemmas and develop (including innovative) solutions to complex or unusual problems arising in business practice. | [SU2] presentation/project/paper/report |
| | [IiEMU2_U06] Can utilize structured and detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and develop innovative solutions for complex or unusual problems that arise in professional settings | The student is able to use and integrate structured and detailed knowledge in the field of customer experience management and brand building in order to resolve dilemmas and develop innovative solutions to complex or unusual problems arising in business practice. | [SU2] presentation/project/paper/report |
| | [IiEMU2_W01] Possesses a profound understanding of the nature and evolution of theories in management, quality sciences, economics, and finance. They know these fields' significance within the broader social sciences. Additionally, the student learns the main trends in developing informatics and statistics tools | The student has an in-depth knowledge and understanding of the nature and evolution of theories of customer experience management and brand building, as well as their place in management and social sciences, with particular emphasis on the main trends in the development of analytical methods and tools, including IT and statistical tools used in the study of brand experience and perception. | [SW4] test/exam - oral or written |

| Subject contents | <p>Lectures:</p> <ul style="list-style-type: none"> • Introduction to Branding and Customer Experience • History and Evolution of Branding • Brand Identity vs. Brand Image • Brand Identity Models and Brand Equity • Elements of a Brand and Legal Protection • Positioning and Repositioning a Brand • Personal Branding, Employer Branding and Leadership Brands • Sustainable and Ethical Branding • Strategic Approach to Customer Experience (CX) <p>Recitations:</p> <ul style="list-style-type: none"> • Analyzing Brand Identity and Brand Equity • Applying Brand Identity Models • Brand Personification and Archetypes • Visual Identity Design • Digital Branding Strategy • Customer Experience Mapping • Personalization and Segmentation in CX • Values-Based Branding and Sustainability • Design Thinking for CX Innovation • Employer Branding Campaign Design | | | | | | | | | | | |
|---------------------------------|---|--|--|--------------------------|-------------------|-------------------------------|--------------|-------|-------|----------------------|-------|-------|
| Prerequisites and co-requisites | | | | | | | | | | | | |
| Assessment methods and criteria | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Subject passing criteria</th> <th style="width: 33%;">Passing threshold</th> <th style="width: 33%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Written Exam</td> <td>51.0%</td> <td>60.0%</td> </tr> <tr> <td>Project Presentation</td> <td>51.0%</td> <td>40.0%</td> </tr> </tbody> </table> | | | Subject passing criteria | Passing threshold | Percentage of the final grade | Written Exam | 51.0% | 60.0% | Project Presentation | 51.0% | 40.0% |
| Subject passing criteria | Passing threshold | Percentage of the final grade | | | | | | | | | | |
| Written Exam | 51.0% | 60.0% | | | | | | | | | | |
| Project Presentation | 51.0% | 40.0% | | | | | | | | | | |
| Recommended reading | Basic literature | Jones, R., (2021). Branding, Łódź: Wydawnictwo Uniwersytetu Łódzkiego. | | | | | | | | | | |

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| | Supplementary literature | <ul style="list-style-type: none"> Walden, S. (2017). Customer Experience Management Rebooted : Are you an Experience brand or an Efficiency brand? London: Palgrave Macmillan UK: Imprint: Palgrave Macmillan. Levant, A., and Poudel, S. (2015). Enhancing Customer Experience in the Service Industry: a Global Perspective, Newcastle upon Tyne, England: Cambridge Scholars Publishing. |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | <ul style="list-style-type: none"> How can companies integrate customer experience strategies into their brand management processes? What are the risks and benefits of rebranding in highly competitive markets? How does sensory branding influence customer perception and loyalty? In what ways can digital touchpoints enhance or damage brand value? How can organizations use employer branding to attract and retain talent? | |
| Work placement | Not applicable | |

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