

CORPORATE IMAGE AND BRAND MANAGEMENT

Course code	<i>MNG236</i>
Compulsory in the programmes	-
Level of studies	<i>Undergraduate</i>
Number of credits	<i>6 ECTS (48 contact hours + 6 consultation hours, 106 individual work hours)</i>
Course coordinator	<i>Prof. Dr. Dominyka Venciūtė, Prof. Dr. Marko Sarstedt</i>
Prerequisites	<i>Marketing Principles</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

Brands shape almost every choice we make, from the phone in your hand to the coffee you queue for. This course takes you behind that everyday experience to see how strong brands are built, communicated, and protected. You will learn to think like a brand strategist, combining creativity with analytical rigor, and put it straight into practice by choosing a real brand, auditing how it lives in people's minds, and designing a brand communication plan that draws on everything from positioning to multisensory and sensory detail. Along the way you will explore how brands build relationships with the people who matter to them, how they earn and keep a good reputation both online and offline, and how they handle ethical questions, cultural differences, and moments of crisis. Working in teams, you will develop and defend your own recommendations and leave the course able to look at any brand and read the decisions that made it.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESSMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. Name and define the major theories and core concepts of brand management and explain the role that brands play in contemporary organisations.	BLO1.1, BLO1.2, BLO4.3.	Final exam, group project presentations	Lectures, articles, self-study
CLO2. Differentiate brand identity, image and reputation, and explain how awareness, associations and positioning shape brand perception.	BLO1.1, BLO4.3.	Final exam, group project presentations	Lectures, articles, self-study
CLO3. Explain how brands are built through brand elements, experience and multisensory cues.	BLO1.1, BLO1.2, BLO4.3.	Final exam, group project presentations	Lectures, articles, self-study
CLO4. Evaluate how brand communication builds relationships with employees and customers.	BLO4.1, BLO4.2	Final exam, group project presentations	Lectures, articles, self-study
CLO5. Apply brand management principles to conduct a brand audit and then develop a brand communication project for the brand.	BLO4.1, BLO4.3.	Final exam, group project presentations	Lectures, articles, self-study
CLO6. Assess how purpose, sustainability and activism shape	BLO1.1,	Final exam,	Lectures, articles,

brand reputation.	BLO1.2. BLO2.1.	group project presentations	self-study
CLO7. Work effectively in a team and present and argue work results and decisions in written and oral form.	BLO1.1, BLO1.2., BLO4.2	Group project presentations	Lectures, articles, self-study

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
SESSION 1 Introduction to the course What is a brand & why it matters Brand vs. product Brand functions & benefits (for the customer and the firm) Brand equity	4	Research articles (to be uploaded onto e-learning system)
SESSION 2 What is a brand & why it matters (II) Customer-based brand equity (CBBE) Brand value chain Brand as an intangible asset Approaching brands (Agency's perspective)	4	Research articles (to be uploaded onto e-learning system)
SESSION 3 How a brand lives in the mind Building the brand: key elements Brand elements (name, logo, symbol, character, slogan, jingle, packaging)	4	Research articles (to be uploaded onto e-learning system)
SESSION 4 How a brand lives in the mind (II) Brand awareness (recall vs. recognition) Brand associations & brand image Brand positioning Points-of-parity & points-of-difference Brand personality	4	Research articles (to be uploaded onto e-learning system)

Approaching brands (Client's perspective)		
SESSION 5 Building the brand: experience & the senses Sensory and multisensory branding: the five senses, sensory signatures, sensory congruence	4	Research articles (to be uploaded onto e-learning system)
SESSION 6 Building the brand: experience & the senses (II) Sensory and multisensory branding: the five senses, sensory signatures, sensory congruence Group project, part I (the multisensory brand audit element)	4	Research articles (to be uploaded onto e-learning system)
SESSION 7 Mid-term presentations – Group project, part I (brand audit, the remaining elements)	4	
SESSION 8 Communicating the brand Integrated marketing communications (IMC) Brand storytelling & narrative Digital & social-media branding	4	Research articles (to be uploaded onto e-learning system)
SESSION 9 Communicating the brand (II) Influencer marketing Brand communities & co-creation Growing & protecting the brand Brand architecture (branded house vs. house of brands) Co-branding Global vs. local branding Rebranding and repositioning	4	Research articles (to be uploaded onto e-learning system)
SESSION 10 Brands in the real world Brand activism Employer branding Personal branding	4	Research articles (to be uploaded onto e-learning system)
SESSION 11 Final presentations – Group project, part II (brand communication plan) – Batch I (Group Project, Part II, Batch I)	4	
SESSION 12	4	

Final presentations – Group project, part II (brand communication plan) – Batch II		
	Total: 48 hours	
CONSULTATIONS	6	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 55%</i>	
In-class exercise (How a brand lives in the mind)	10%
Group project, part I (the multisensory brand audit element)	10%
Group project, part I (brand audit, the remaining elements)	15%
Group project, part II (brand communication plan)	20%
<i>Individual Components 45 %</i>	
Final exam	35%
Attendance	10%
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

(Provide short descriptions and grading criteria of each assignment)

The Group Project is designed to assess students' ability to apply theoretical concepts to real-world brand challenges through teamwork and strategic thinking. It consists of two parts:

- Part I: Brand Audit. Students will analyze a selected brand's current positioning, target audience, visual identity, and multisensory branding. The audit must identify the brand's key strengths, weaknesses, and opportunities for improvement, drawing on relevant theoretical frameworks.
- Part II: Brand Communication Plan. Building on the insights from the brand audit and the lecture material, students will develop a strategic brand communication plan. The plan should include clearly defined objectives, target segments, key messages, selected channels, and evaluation metrics, all aligned with the brand's goals and desired positioning.

Final Exam is given to students to check their theoretical knowledge of concepts, classifications, applications, and correct identifications of practical situations. The final exam questions will cover topics of all sessions. The accumulative weight of final exam is **35%**.

RETAKE POLICY

Students who receive a failing final grade shall have the right to **re-take the exam** during the re-sit week, which will comprise **35% of the final grade** and include all semester material. Home assignments cannot be retaken at a later time; only the grades for home assignments collected during the course will be included in the final grade.

AI USE POLICY

This course encourages students to become thoughtful, responsible users of AI tools, while ensuring that the core intellectual work of the course remains their own.

Group assessments. The ideas, strategic thinking, and creative concepts behind all group assessments must be original and developed by the group members themselves. This includes brand analyses, positioning strategies, campaign concepts, and any recommendations submitted for grading. AI tools may not be used to generate the substance of these assignments. Work that presents AI-generated ideas as the group's own will be treated as a breach of academic integrity.

Permitted uses. Students may use AI tools for supporting tasks that do not replace their own thinking, such as preparing and structuring presentations, improving slide design and visuals, proofreading and refining language, summarising readings for personal study, or brainstorming formats and questions. AI tools may also be used whenever the lecturer explicitly instructs or invites students to do so as part of a class activity or assignment.

Transparency. Where AI tools have contributed to a submitted piece of work in a permitted way, students should include a brief note stating which tools were used and for what purpose.

Responsibility. Students remain fully responsible for the accuracy, originality, and quality of everything they submit, regardless of any AI assistance used. When in doubt about whether a particular use is permitted, ask the lecturer before proceeding.

REQUIRED READINGS

- 1) Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson Education Limited.

The other required readings will be uploaded by the lecturers onto e-learning system.

ADDITIONAL READINGS

Will be provided as supplementary material during the course.

ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

*International Business and Communication,
Business Management and Marketing,
Finance,
Industrial Technology Management,
Entrepreneurship and Innovation*

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

Programmes:

*Economics and Data Analytics,
Economics and Politics*

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper