

CORPORATE IMAGE AND BRAND MANAGEMENT

Course code	<i>MNG236</i>
Compulsory in the programmes	-
Level of studies	<i>Undergraduate</i>
Number of credits and	<i>6 ECTS (48 contact hours + 6 consultation hours, 106 individual work hours)</i>
Course coordinator (title and name)	<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:

To equip students with a comprehensive understanding of corporate image and brand management by fostering goal-oriented thinking that integrates creativity with analytical rigor, enabling them to conduct brand audits and develop coherent corporate identities and positioning across stakeholder touchpoints; to design and critically evaluate brand communication plans and strategies that incorporate multisensory marketing elements and are aligned with organizational objectives and stakeholder expectations; to apply research methods and performance metrics to build, monitor, and safeguard brand equity and reputation in both digital and offline contexts; and to make ethical, culturally sensitive decisions when addressing issues, managing crises, and mitigating brand risks.

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. To name and define the major theories, nature of corporate communication concepts, its historical emergence, and role in contemporary companies.	BLO1.1, BLO1.2, BLO4.3.	Midterm exam, homework assessment during seminars	Lectures, articles, self-study
CLO2. To identify and differentiate corporate image, identity in relation to corporate reputation	BLO1.1, BLO4.3.	Midterm and final exam, homework assessment during seminars	Lectures, group homework, seminars, self- study
CLO3. To prepare and design a rebranding case project that helps students understand and explain how companies should communicate their corporate image.	BLO4.1, BLO4.2	Final exam, homework assessment during seminars	Final exam, homework assessment during seminars
CLO4. To comprehend the critical role of corporate communications in building and maintaining relationships with employees and customers.	BLO4.1, BLO4.3.	Final exam, homework assessment during seminars	Final exam, homework assessment during seminars

CLO5. To analyze brand management principles.	BLO1.1, BLO1.2.	Midterm and final exam, homework assessment during seminars	Midterm and final exam, homework assessment during seminars
CLO6. To work in a team, to present work results in written or oral form, to argue decisions	BLO1.1, BLO1.2., BLO4.2	Homework assessment during seminars	Homework assessment during seminars

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 <i>Introduction to the course:</i> Course requirements and procedures Introduction to group assignments Corporate image, brands vs. products Evolution and importance of branding in business	4	Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson Education Limited. Research articles (to be uploaded onto e-learning system)
SESSION 2 Customer-based brand equity and brand positioning Brand resonance and brand value chain Conducting brand audit	4	Research articles (to be uploaded onto e-learning system)
SESSION 3 Multisensory marketing for brands (I)	4	Research articles (to be uploaded onto e-learning system)
SESSION 4 Multisensory marketing for brands (II)	4	1) Research articles (to be uploaded onto e-learning system)
SESSION 5 Emotional and functional brand associations Creating brand experiences Leveraging secondary brand associations to build brand equity	4	Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson Education Limited. Research articles (to be uploaded onto e-learning system)
SESSION 6 Employer branding Employee branding Employee and leader personal branding	4	Research articles (to be uploaded onto e-learning system)

SESSION 7 Mid-term presentations – Brand Audit (Group project, part I)	4	
SESSION 8 Brand Communication (I)	4	1) Research articles (to be uploaded onto e-learning system)
SESSION 9 Brand Communication (II)	4	1) Research articles (to be uploaded onto e-learning system)
SESSION 10 Brand Communication (III) Preparation for the final presentations	4	1) Research articles (to be uploaded onto e-learning system)
SESSION 11 Final presentations – Brand Communication Plan (Group project, part II)	4	
SESSION 12 Final presentations – Brand Communication Plan (Group project, part II)	4	
	Total: 48 hours	
CONSULTATIONS	3	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 50%</i>	
Group project, part I	20%
Group project, part II	30%
<i>Individual Components 35 %</i>	
Final exam	30%
Participation	20%
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, communication tone, visual identity, and digital presence. The audit must identify key strengths, weaknesses, and opportunities for improvement, based on theoretical frameworks.
- Part II: Brand Communication Plan – Building on insights from the brand audit and lecture material, students will develop a strategic communication plan. The plan should include clearly defined objectives, target segments, key messages, selected channels, and evaluation metrics.

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 **30%**.

Participation evaluates students' engagement, contribution to discussions, and overall presence during class sessions. Active participation includes asking relevant questions, sharing thoughtful insights, contributing to group work, and demonstrating preparedness. The cumulative weight of Participation is 20%.

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 **30% 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.

REQUIRED READINGS

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

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