



ELE 3777 Branding

Studium

Exchange Program, Valgkurs

Kursansvarlig

Peter Jarnebrant, Carlos Velasco

Institutt

Institutt for markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

7,5

Undervisningsspråk

Engelsk

Innledning

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Chip Heath and Dan Heath. 2007. Made to Stick: Why some ideas survive and other die. We will cover selective chapters from this book, through students' presentations.

Kevin Lane Keller. 2013. Strategic Brand Management: Building and Managing Brand Equity. 4th Edition. Selective chapters will be covered.

Annet:

A Compendium of articles. This compendium contains several easy to read yet important and essential articles which make students familiar with recent findings and discoveries in branding. The articles will be covered and discussed in class and serve as complementary resources to the books and other references in this course. The compendium will be available to students via Its Learning.

In addition to book chapters, students will read a selection of interesting scientific articles every week. These articles are part of the course materials and introduce students to the psychology of brand behavior. Class discussions about these articles are an essential part of this course. These articles will be distributed via Its Learning and all students will have access to them.

Anbefalt litteratur

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Ressursbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon