



# UNIVERSITY OF GOTHENBURG

Faculty Board of Fine, Applied and Performing Arts

## KMD 666, Design, Branding and Marketing, 7.5 higher education credits

Design, varumärke och marknadsföring, 7,5 högskolepoäng

First Cycle/Second Cycle

### 1. Confirmation

The course syllabus was confirmed by the Faculty of Fine, Applied and Performing Arts on the 26<sup>th</sup> January, 2011, and will apply from the 18<sup>th</sup> November, 2010, until further notice.

*Educational area:* Design 100%

*Major*

*Level*

Business and Design

Advanced level/only prerequisite(s) is/are course(s) at a basic level

*Department responsible:* School of Design and Crafts (HDK).

### 2. Position in the educational system

- The course is included in the Master programme, Business & Design, as a mandatory course. It is also given as an elective course as well as a single subject course at advanced level.

### 4. Entry requirements

Students admitted to the Master programme in Business & Design are guaranteed placement on the course. Remaining applicants are required to have an academic degree of 180 credits (120 credits), or the equivalent from an internationally recognized university.

### 5. Course content

The aim of the course is to increase understanding of the relation between design and marketing as a subject, both theoretically and in practice. The course will be taught with branding as the fundamental basis and includes:

- Theoretical depth and reflection concerning the relation between marketing and design, as well as brand theory from both a company and consumer perspective.

- Methods for marketing and brand analysis, together with how to deal with brands and the visual market communication and product development.
- The implementation of practical tasks in an assigned case. Students will analyze and use different design and marketing methods in order to build a brand and create a market offer that will be presented both in writing and in visual form. Reviews and presentations will be done in such a way that the student uses both design and marketing knowledge.

## 6. Outcomes

After course completion, the student should be able to:

### *Knowledge and understanding*

- Describe the relation between the subjects of marketing and design together with their connection to branding.
- Describe the concept of branding from a design and marketing perspective.
- Structure, prioritize, optimize and implement information in a design and marketing context.

### *Proficiency and ability*

- Show examples of the ability to deal with group dynamic processes.
- Develop suggestions of market offers based on brand-building and with the help of design and marketing methods.

### *Values and attitudes*

- Identify one's own need for further knowledge and to take responsibility for one's own knowledge development.
- Show the ability for reflection of one's own and others attitudes in relation to design and marketing.

## 7. Required reading

See separate literature list.

## 8. Assessment

The course will be examined continuously through active participation in scheduled lectures, seminars and reviews as well as through submission of reports, the carrying-out of presentations and practical exercises. Students have the right to a change of examiner, if practically possible, after having failed the same examination twice, and such a request should be sent in writing to the department.

## 9. Grading scale

Levels of grades for the course are Fail (F), and Pass (P).

Grades are awarded by the course teacher in consultation with participating seminar teachers and tutors. Students who fail twice have the right to request that another teacher is chosen to evaluate their grade.

**10. Course evaluation**

The course will be evaluated by group discussions together with the course teacher, as well as individually, and in writing after course completion via GUL.

**11. Additional information**

The languages of instruction are Swedish and English.