



# LS1466 Branding of Technical Innovations 7.5 credits

Varumärkesbyggande för tekniska innovationer

This is a translation of the Swedish, legally binding, course syllabus.

## Establishment

Course syllabus for LS1466 valid from Spring 2016

## Grading scale

P, F

## Education cycle

First cycle

## Main field of study

## Specific prerequisites

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

The course teaches you to create and plan branding strategies for technical innovations.

On completion of the course, the student should be able to:

• Analyse different communication strategies for how a brand can be designed.

• Analyse how a brand is influenced by the individual's initial understanding and social context.

• Understand how socio-psychological factors can be used to create interesting communication.

• Design and carry out interviews and observational studies to understand the customers' needs.

• Create communication strategies based on the target group's values and situation in life.

## Course contents

Seminars, peer-review and presentations.

Lectures and assignments at distance.

Interviews and observational studies.

Analysis of existing brands and presentation of suggestions for improvement.

Create a portfolio of different brand prototypes.

Give feedback with suggestions for improvement of other course participants' assignments and projects.

## Course literature

Kurslitteratur meddelas inför kursstart.

Rekommenderad referenslitteratur och e-resurser anges i kurs-PM eller på liknande sätt.

The reading list is published before the start of the course.

The recommended reference literature and e-resources are stated in the course requirements.

## Equipment

Computer with broadband connection to the internet.

## Examination

- KONA - Assessment, 1.5 credits, grading scale: P, F

- LEXA - Continuous Assessment, 6.0 credits, grading scale: P, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

## Other requirements for final grade

- Attendance at all compulsory course components.
- Passed assignments (instructions are delivered in course requirements at the beginning of the course).
- Passed final presentation (instructions are delivered in course requirements at the beginning of the course).
- The conditions applying to any eventual need to make up missed attendance are stated in course requirements communicated at the beginning of the course.

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.