



# ME2026 Brand, Trends and Traditions 6.0 credits

## Brand, Trends and Traditions

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

## Establishment

Course syllabus for ME2026 valid from Autumn 2009

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

At least 12 credits Second level within the field industrial management or ME2024/4D1152 Industrial Marketing, advanced course.

## Language of instruction

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

## Intended learning outcomes

The aim of the course is to deepen the participants' understanding of different perspectives, tangent to the strategic and sociological brand management discourse and marketing within industrial and consumer markets. The course takes an holistic approach and juxtaposes pragmatic and critical perspectives from both commercial and sociological viewpoints. After this course, the student will be able to assess the quality and substance of different approaches to branding.

## Course contents

- Brand as a marketing and cultural metaphor
- The protective and law oriented brand direction
- The Strategic Brand discourse
- The cultural and radical brand discourse
- The equity direction
- Semiotic brand ontology & epistemology

## Course literature

Uggla H (2008) ed. Brand Trends and traditions PhD Brand Management Publishing Group, Sweden

## Examination

- LIT1 - Literature Task, 6.0 credits, grading scale: A, B, C, D, E, FX, 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

Assessment of group project and case analyses.

The examination has to be answered in English. Written in an other language makes it invalid.

## 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.