



ME2026 Brand, Trends and Traditions 6.0 credits

Brand, Trends and Traditions

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

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

Establishment

Course syllabus for ME2026 valid from Spring 2012

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

- To understand the brand from a macrosociological and ideal historical view-point
- To gain normative insights in pragmatic and normative brand
- To gain insight into the brand management trends

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

Kapferer, JN and Bastien, V (2009); *The Luxury Strategy: Break the rules of Marketing to Build Luxury Brands*, Kogan Page.

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.

Other requirements for final grade

Assessment of group project and case analyses.

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.

