

Title:	Brand building and public relations
Lecture hours:	30
Study period: (summer/winter)	Winter or summer
Number of credits:	5 ECTS
Assessment methods:	discussion, essay, mini-study, case study, workshops, lecture
Language of instruction:	English
Prerequisites:	English B1, interest in the subject, knowledge about social media and Internet
Course content:	<ul style="list-style-type: none"> - main notations: brand, marketing, public relations - intellectual property in marketing and building brand - procedure of building marketing strategy - tools and means of communication - social media in brand building - fair competition - examples of the best brand builders - the biggest and strongest brands
Learning outcomes:	<p>Knowledge:</p> <ul style="list-style-type: none"> - student knows and understands main notations: brand, marketing, public relations - student describes procedure of building marketing strategy - student define intellectual property in marketing and building brand <p>Abilities:</p> <ul style="list-style-type: none"> - student can discuss in topic about brand building - student has ability to implement knowledge into practice - student can create marketing strategy
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