

**Danish School of Media and Journalism**  
**VK - Photographic Communication**  
**Course Description**  
**Spring 2016**

**4th Semester**

**Branding**

**ECTS: 5**

**Aim**

Employing the relevant theory, students will know, understand, and be able to reflect on the development, execution, and consequences of a brand strategy. This includes the ability to apply theory, and to analyze competitors, the market, and customers, take a position on brand architecture, develop touch points, and select a branding perspective. Furthermore, students will be able to tie in existing knowledge on visual communication with a holistic introduction to the disparate market forces that constitute and control today's commercial markets.

**Qualities**

Openness, curiosity, willingness to learn and undertake research, analytical ability, collaboration, diligence and empathy.

**Methods**

Lectures, guidance, supervision, group work, observation, reflection, visual, oral, and written presentation, and argumentation.

**Tools**

Research tools include analysis of competitors, markets, and customers, and feedback on written and oral presentations.

**Learning objectives**

On completion of the course, students will understand and have gained insight and knowledge of the following:

- Fundamental theories in the areas of strategic branding and authenticity.
- Converting research into a communication strategy.

Be able to:

- Research and formulate insights.
- Describe and execute concepts.
- Argue for the selected communications strategy.

**Literature:**

"Brand Management" (2008), Tilde Heding, Mogens Bjerre & Charlotte Knudtzen, Taylor & Francis Ltd.

"Brandbook" (2011), Per Møllerup, Lindhardt & Ringhof

"Designing Brand Identity" (2012), Alina Wheeler, Wiley, 4th Edition

"The 22 Immutable Laws of Branding" (2002), Al + Laura Ries, Harper Business

"Design-Driven Innovation" (2009), Verganti, R., Harvard Business School Publishing Corporation.

"Interview" (1994); Kvale, S., Hans Reitzels Forlag A/S

"Markedskommunikation i praksis", Eiberg, K, Nørholm, J, Karsholt, E. Torp, SM

Online-tutorials:

Lynda.com

### Attendance/Participation

Attendance is compulsory in all programmed classes. Participation is compulsory in exercises, group work, group feedback and follow ups.

### Examination

The course is assessed pass/fail with an internal examiner. The course concludes with a combined assignment. In order to gain a pass, course assignments must have been duly submitted and approved, the final assignment must have been passed, and students must have been active and fulfilled the requirements on participation in meetings and instruction. See the section on meeting and participation obligations.

### Study activity:



