

KURSÖVERSIKT HT-18 Valfria kurser

Termin 5 Marknadskommunikation GI

Period 1 3 september	Period 2 4 oktober	Period 3 5 november	Period 4 6 december
Marknadskommunikation och medier (MOM) 7,5 hp	Reklam & PR: fortsättningskurs i marknadsföring (FMF) 7,5 hp	Marknadsföring på internet (MAINT) 7,5 hp	Reklam & PR: fortsättningskurs i management (FMGT) 7,5 hp
International Marketing (INTM) 7,5 hp E Obligatorisk kurs för inriktning Marknadsföring T6*	Entrepreneurship in Societal Change (ENSO) 7,5 hp E	B2B Marketing, Sales and Account Management 7,5 hp halvfart E	
	Brand management & Sustainable Business Models 7,5 hp Ny kurs, se nedan** E		

E = Kursen ges på engelska

Period = ungefärlig kursstart

Behörighetskrav till alla kurser är minst 45 hp Reklam och PR.

**Brand management & Sustainable Business Models

In today's fast-changing markets, Brand management is changing rapidly. Trends such as sustainability, digitalization, and transparency is affecting the market. This course will focus on Strategic Brand Management, and Sustainability and its impact on stakeholders such as customers, employees and society.

The course will have a managerial perspective, and a BtC focus.

The business leaders of tomorrow is also affected by the UN's sustainability goals, the triple bottom line approach and the concept of shared value, and leaders need to adapt their brand strategies accordingly.

In Sweden, 37% of the population have sustainability values and belong to the Lohas group (lifestyle of health and sustainability). This large number of Lohas in Sweden is probably one of the highest in the world. The Swedish government has also issued a new law that stipulates that all companies with more 250 employees and a certain turnover annually must report their sustainability activities.

The strategic leadership of branding, sustainability and business models is focused throughout the course. Brand management and the Business model concept serves as the central integrative framework. This course aims to provide students with an understanding of brand management, from a managerial perspective, and knowledge of how sustainability will affect their current business models.