Course Syllabus

Course from study programme starting with the cycle: 2024/25

I. General Information

Course name	Corporate Identity Management
Programme	Management
Level of studies (BA, BSc, MA, MSc, long-cycle MA)	MA
Form of studies (full-time, part-time)	Full-time
Discipline	Management and quality sciences
Language of instruction	English

Course coordinator	Dorota Tokarska, PhD

Type of class *(use only the types mentioned below)*	Number of teaching hours	Semester	ECTS Points
lecture			3
tutorial	15	I	
classes			
laboratory classes			
workshops			
seminar			
introductory seminar			
foreign language classes			
practical placement			
field work			
diploma laboratory			
translation classes			
study visit			

Course pre-requisites	Knowledge of marketing, organization and management basis

II. Course Objectives

1: To acquaint students with issues concerning corporate identity management
2: Developing the ability to develop and implement a corporate identity management strategy

III.   Course learning outcomes with reference to programme learning outcomes

Symbol	Description of course learning outcome	Reference to programme learning outcome
KNOWLEDGE		
W_01	A graduate knows and understands fundamental issues in the field of corporate identity management	K_W01
W_02	A graduate knows how to adapt corporate identity to new trends and market conditions also on the base of other disciplines	K_W02, K_W05
SKILLS		
U_01	A graduate can use his knowledge of corporate identity management to describe selected practices of companies, and on this basis, formulate his own opinions and critical judgment	K_U02, K_U06
SOCIAL COMPETENCIES		
K_01	A graduate is ready to formulate opinions and recommendations concerning his knowleadge	K_K01

IV.   Course Content

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1. Visual Identity
2. Verbal Identity
3. Behavioral Identity
4. Spatial Identity
5. Communication Strategy
6. Brand Consistency
7. Analysis and Monitoring
8. Integration and Adaptation
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V.   Didactic methods used and forms of assessment of learning outcomes

Symbol	Didactic methods *(choose from the list)*	Forms of assessment *(choose from the list)*	Documentation type *(choose from the list)*
KNOWLEDGE			
W_01	Case study	presentation	Evaluation card for presentations
W_02	Case study	presentation	Evaluation card for presentations
SKILLS			
U_01	Case study	presentation	Evaluation card for presentations
SOCIAL COMPETENCIES			
K_01	discussion	observation	Observation report

VI.   Grading criteria, weighting factors.....

Assessment of knowledge, competence and social skills acquired during the tutorial will be made on the basis of presentations prepared by students and their involvement in class discussions. The number of points possible to obtain for the presentation is 80, and for the discussions is 20 points. The final grade will be given according to the following scale

0-50 points: failing grade
51-60 points: grade 3
61-70 points: grade 3 +
71-80 points: grade 4
81-90 points: grade 4 +
91-100 points: grade 5

VII.   Student workload

Form of activity	Number of hours
Number of contact hours (with the teacher)	**15**
Number of hours of individual student work	**60**

VIII.   Literature

Basic literature
1. W. Olins, Corporate Identity: Making Business Strategy Visible through Design, Thames & Hudson LTD
2. G. Williamson, Identity Management: A Business Perspective, MC Press ONLINE, LLC 2017
Additional literature
The expressive organization : linkking identity, reputation, and the corporate brand / edited by Majken Schultz, Mary Jo Hatch and Mogens Holten Larsen, 2023, Oxford : Oxford University Press