

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 329		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Brand Image Management Course Short Title: Brand Image Management															
Faculty: Faculty of Business and Computing		Department (or program if no department): School of Business													
Calendar Description: Students apply current academic research and industry standard graphic design technology to create a new brand for a class client. Students explore a variety of techniques such as brand architecture, licensing, co-branding, and brand equity used by companies to manage their brands over time.															
Prerequisites (or NONE):		45 university-level credits including BUS 120.													
Corequisites (if applicable, or NONE):		NONE													
Pre/corequisites (if applicable, or NONE):		NONE													
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Every other year Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>10</td> </tr> <tr> <td>Tutorials/workshops</td> <td>35</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	10	Tutorials/workshops	35							Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	10														
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Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: No Submit outline for (re)articulation: Yes <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: April 1, 2025													
Faculty Council approval		Date of meeting: April 11, 2025													
Undergraduate Education Committee (UEC) approval		Date of meeting: August 28, 2025													

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Apply the ideas, theories, approaches and actors in the development of domestic and internationalized brands including local, Canadian and international Indigenous cultural brand identities.
2. Evaluate the ethical use of AI in completing routine marketing tasks related to brand identity development.
3. Formulate the design elements required to create a defensible, well-positioned corporate and product brand identity.
4. Use current graphic design technology to create the visual elements of a brand identity.
5. Produce a variety of branded traditional promotion mix collaterals including print ads, direct mail pieces, newsletters, brochures, product tags, and retail bags.
6. Develop all design elements required for creating online visual corporate branded assets including corporate website, display ads, and social media presences.
7. Assess the feasibility of implementing brand management techniques such as brand architecture, brand communication, brandtainment, licensing, and co-branding.
8. Determine the value of branding to a company in term of brand loyalty and brand equity.

Recommended Evaluation Methods and Weighting (*Evaluation should align to learning outcomes.*)

Assignments:	65%		
Project:	35%		

Details:

Assignments include design and case assignments.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods (*Guest lecturers, presentations, online instruction, field trips, etc.*)

Lectures, in-class labs, team projects, and presentations.

Texts and Resource Materials (*Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*)

Type	Author or description	Title and publication/access details	Year
1. Textbook	Keller, K.	Strategic Brand Management (Pearson)	Current
2.			
3.			

Required Additional Supplies and Materials (*Software, hardware, tools, specialized clothing, etc.*)

University-supplied Adobe Creative Suite online tutorials and Adobe Creative Suite software including Photoshop, Illustrator, and In-Design.

Course Content and Topics

Module One: Brand identity development

- Brand identity design, brand positioning, branding regulations (LO 1-3)
- Case assignment: Brand identity (LO 1-3)

Module Two: Introduction to photo editor and drawing technology tools

- Use graphic design technology to create brand visual assets and print based branded communication pieces (LO 2-4)
- Design assignment: Create brand visuals (LO 1-4)

Module Three: Introduction to desktop publishing and page layout technology tools

- Using technology to create a pamphlet/brochures, newsletters, and other multi-page communication pieces (LO 1. 2, 4-5)
- Design Assignment: Collateral (LO 1-2, 4-5)

Module Four: Introduction to web builder technology tools

- Using technology to create company websites and html communications (LO 1-3,6)
- Using technology to create display ads and corporate social media sites (LO 1-3,6)
- Case Assignment: SNS strategy (LO 3)

Module Five: Managing and valuing a brand

- Assess the relevance and value of deploying the various brand management technique (LO 7)
- Apply the elements of brand loyalty assessment to company buyers (LO 7)
- Discuss the significance of brand value and the various methods used to determine it (LO 8)
- Team project (LO 1-8)