

**Creating Brands with Impact**  
Course guide 2025-2026

Semester	1 (Fall)
Inholland location(s)	Rotterdam / Haarlem
Inholland faculty	Business Finance and Law
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

## Subjects

Subject title	ECTS	Course code
Branding Essentials 1+2	5	
Brand Insight Report, Visual Brand Kit & Personal Brand Pitch	25	

### Content subjects

Are you fascinated by brands like Nike, Coca Cola, but also WarChild and the Van Gogh Museum? Are you interested in building and shaping a brand? Then this minor is for you. Due to digitalization, technologization, the rise of social media, big data, and AI, consumers increasingly demand reliable brands. Themes such as climate and environment, sustainability, and an inclusive society require brands to be transparent in what they do and how they do it. This ensures credibility and trust. And it is precisely this trust and credibility that distinguish brands from products. A crucial minor for any student who wants to advise companies on how to build a strong brand in the future.

You will learn by doing. You will work in groups on a strategic brand issue for real clients. You will research the customer, the market, and the company and develop the found solution into campaign materials such as logos, Insta-posts, and advertisements. Through (guest) lectures, field trips, and events, you will grow in your role as a brand builder. Additionally, in this minor, you will work on your 'personal brand' by learning to distinguish your own added value as a young professional from other students.

You are in control. Take initiative and be responsible for your development.

### Learning outcomes

#### Learning Outcome 1 - Brand Insight Report

You will research a brand issue of an organization or company in collaboration with various stakeholders (including the client, employees, and customers/relationships). You will map out the brand issue by collecting information about the market and organization and conducting an analysis at the meso and macro levels. You will also consider environmental factors, ethical and sustainability aspects, and internationalization aspects. You will use appropriate methods, theories, technologies, and tools.

#### Learning Outcome 2 - Visual Brand Kit

Based on an analysis and creative thinking techniques, you will contribute to the creation of a brand kit through various iterations, creating a distinctive capability from the user's (customer's) perspective. You will convey your ideas clearly and with impact, including through visualization. You will encourage your teammates and stakeholders to share their thoughts and ideas.

#### Learning Outcome 3 - Personal Brand Pitch

You will profile yourself as a professional who connects the interests of the client, environmental factors, sustainability goals, and ethics in branding issues, and who comes to new market strategies with impact through collaboration and an investigative and entrepreneurial attitude. You will know how to utilize and further develop your personal qualities and talents.

#### Individual portfolio

Students show they have fundamental knowledge of strategic international marketing, reflect

on the workshops and their professional development in this semester.

### **Mode of delivery, planned activities and teaching methods**

- Seminars
- Guest lectures/ Master classes
- Workshops
- Intersession Learning
- Practicals

Your schedule is Tuesday, Wednesday, and Thursday from 09:30 - 15:00.

### **Prerequisites and co-requisites**

The minor is accessible to third and fourth-year students from universities of applied sciences and universities within and outside the Netherlands. An enterprising, creative, and assertive attitude is recommended. Basic knowledge of marketing, strategic management, and business economics is a plus.

### **Recommended or required reading and/or other learning recourses/tools**

TBA at the start of the semester

### **Assessment methods and criteria**

- Written assessments (exams, portfolios, reports)
- Presentations

The assessment consists of evaluating a Knowledge Test Branding Essentials 1&2 and a project consisting of professional products (Brand Insight report, Branding kit). Additionally, you will work on your growth as a professional (Personal brand pitch).

### **Lecturers**

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