

# **brandY**

## **Experiential Education. Interactive/Intensive Course of European Brand Management**

01.09.2020 - 31.08.2023

Faculty of Business and Administration

Project Manager: prof. dr. Magdalena Iordache Platis

Project Budget: 450000 euro

UB Project Budget: 35405 euro

Project Coordinator: University of Economics, Katowice

Project Partners: Université Savoie Mont Blanc, Universitaria San Pablo-CEU- Universidad CEU Cardenal Herrera, Hogeschool West-Vlaanderen Howest, Universidad de Leon, Haute École Spécialisée de Suisse Occidentale, Budapest Gazdasági Egyetem, Immanuel Kant Baltic Federal University, Università degli Studi di Trento, Bauhaus-Universität Weimar, University of Bucharest

### **Project description**

Experiential education. Interactive/Intensive course of European brand management (*brandY*) is an Erasmus+ project with the main objective to design, implement and test an innovative experiential learning instrument to train management (more specifically marketing) students for their better employability. Team spirit, professionalism, the exchange of experience between the 11 partners involved in this endeavor provide the project with an interdisciplinary working framework reuniting professors with expertise in various fields, researchers, students and experts in international marketing, brand management, new technologies and gamification. The result of the project will be the experiential based, interactive IP study module from the area of international brand management. It will use the game based scenario to increasing the effectiveness of teaching and involvement of the students. It will be available on internet platform together with the support. The teaching module BrandY will strongly impact the teaching the brand management strategies giving the students and teachers possibility to improve the skills needed on the job market.

The specific goals of the project are:

- To introduce the concept of game based experiential teaching as a way to increase the competences of the students and for a better employability
- To improve the academics' teaching skills and competences in marketing
- To increase the knowledge of the students in area of international brand management but also intercultural management
- To invite the SMEs to be part of university programme development
- To increase mobility of the students from the partner universities, both during the project but also due to dissemination the project outputs.
- To enlarge the international cooperation among the partner universities.

Project activities:

The main activities undertaken in the project are described according to 4 work packages

WP 1: Developing innovative and interactive teaching materials and content.

WP 2: Learning Instrument Guidelines, Procedures and Handbooks for students and teachers to easily implement the course into their practice.

WP 3: IT platform and interactive game dashboard – gamification of the teaching materials.

The beneficiaries of this project are on the one hand the university students (in terms of learning and chances of employability) and teachers (in terms of developing an online curriculum using this new model of online teaching/learning brand management), on the other hand employers and public institutions interested in employing young European brand management experts.

### **Partners:**

University of Economics in Katowice, Poland is the leader of this international project. The consortium is composed of eleven partners from prestigious higher - education institutions: Université Savoie Mont Blanc (France), Budapest Gazdasagi Egyetem (Hungary), Universitatea din Bucuresti (Romania), Immanuel Kant Baltic Federal University (Russian Federation), Universitaria San Pablo-CEU-Universidad CEU Cardenal Herrera (Spain), Hogeschool West-Vlaanderen Howest (Belgium), Universidad de Leon (Spain), Università degli Studi di Trento (Italy), Haute École Spécialisée de Suisse

Occidentale (Switzerland), Bauhaus-Universitaet Weimar (Germany) and University of Economics in Katowice (Poland).

More info:

<http://faa.ro/index.php/proiecte-de-cercetare-faa/632-experiential-education-interactive-intensive-course-of-european-brand-management-brandy>

<http://ils.unibuc.ro/proiecte/experiential-education-interactive-intensive-course-of-european-brand-management-brandy/>