

## **Creating Brands with Impact**

Course guide 2026-2027

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

## Subjects

Subject title	ECTS	Course code
Group Project	15	
Individual Portfolio	15	

### Content subjects

Creating Brands with Impact is an applied branding minor in which students work on real-life brand challenges for external commissioning clients. The course covers the complete branding process, from research and insight development to strategy, creation and communication.

Students learn how brands can create meaningful impact by aligning brand identity, stakeholder needs and societal challenges such as sustainability and ethics. Emphasis is placed on evidence-based decision-making, using research and theory to substantiate creative and strategic choices.

Throughout the course, exchange students and Inholland students work in teams on a shared client case, while simultaneously developing their own professional profile through individual research, design work and personal branding. The international classroom setting encourages collaboration across cultures and prepares students for professional branding practice in an international context.

### Learning outcomes

1. Brand Research – Independently design, conduct and justify applied brand research aligned with a client's brand challenge and relevant stakeholders, translating findings into actionable insights.
2. Brand Creation – Contribute through iterative development to distinctive brand concepts and communication tools aligned with the client's positioning and strategic objectives.
3. Personal and Professional Development – Reflect on personal learning goals, develop a personal brand and present oneself professionally in a business context.

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

The course is organised around project-based learning and combines group work, individual assignments and guided instruction.

Group project: Students work in teams on a comprehensive branding project for a real external client. Deliverables include a Brand Research & Advisory Report, Brand Identity Manual, Communication Guide and communication tools.

Individual portfolio: Students compile an individual branding portfolio including personal development reflections, individual research, one communication tool and personal branding artefacts.

Teaching methods include lectures, workshops, coaching sessions, guest lectures, peer feedback and reflection moments.

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

This course is intended for bachelor-level students in business, marketing, communication or design-related programmes. Basic marketing knowledge is recommended.

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

Recommended literature and learning resources will be provided at the start of the course and updated where necessary.

### **Assessment methods and criteria**

The course consists of two equally weighted components:

- Group project: 15 ECTS
- Individual branding portfolio: 15 ECTS

Both components must be passed independently. Compensation is only permitted within the same component.

### **Additional Costs**

Participation in this course may involve limited additional costs (max € 100). These can include, for example, expenses for traveling to guest lectures on location, shared meals during organized activities or contributions to case-based collaborations with professional organizations.

### **Lecturer(s)**

Rotterdam: Robert Warmerdam – robert.warmerdam@inholland.nl

Haarlem: Mike Visser – mike.visser@inholland.nl