

H6BRM: Brand Management

Module Code:	H6BRM
Long Title	Brand Management APPROVED
Title	Brand Management
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	10
Module Coordinator:	MICHAEL BANE
Module Author:	MICHAEL BANE
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Examine the evolution of branding theory over the decades to its current role in organisations and society, as well as identifying potential future challenges for thinking and practice.
LO2	Examine the branding frameworks and models that inform current understanding and use this understanding to assess how modern business uses branding to achieve its goals.
LO3	Describe how brands create resonance and loyalty with consumers, potentially leading to higher prices, increased market share and high brand equity.
LO4	Illustrate how brand managers can create a more sustainable future by creating strategies that promote greener and more conscientious consumption while still achieving corporate objectives.
LO5	Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

H6BRM: Brand Management

Module Content & Assessment			
Indicative Content			
Introduction to the field of Brand Management contemporary and familiar brands are discussed e.g. Dutch Gold, Supreme, Nike, Canada Goose, Pretty Little Thing etc. with the class to illustrate that branding is everywhere in our lives and get a sense of the brand identities and personalities that we believe brands have. An engaging and interactive class that sets the tone for the module by getting students to speak out freely and comfortably in their new environment.			
Brand Equity n/a			
Brand Positioning and Brand Identity n/a			
Brand Personality n/a			
Branding Strategies n/a			
Managing global brands n/a			
Creating brand loyalty and brand communities n/a			
Managing luxury brands n/a			
Managing brands sustainably n/a			
Creating and managing brands through Marcomms. n/a			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Essay	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,5
Non-Marked:	No		
Assessment Description: Students are asked to write an essay about their favourite brand. It is emphasised that this brand should be one that the student genuinely loves, and they must outline in their essay why this is so. However, emphasis is also placed on the theoretical aspects of the course and students must examine their brand's equity, personality, identity, marcomms used etc.			
Assessment Type:	Assignment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	2,3,4,5
Non-Marked:	No		
Assessment Description: Jeans Brand Simulation Game – group assignment. As outlined above, students create jeans brands in groups of five and make weekly decisions around positioning, segmentation, brand values etc. It encourages group work as well as bringing the course to life. The in-class ranking creates excitement and buy-in.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description A learner who fails the individual assignment will be given a new piece of work to complete. Students who fail to attempt that assignment may be given the original piece of work to do i.e. write about their favourite brand. The repeat strategy for the sim game must be different as the game cannot be run during the summer with just one or two students. It is unlikely that a student will actually fail the sim game, it is more likely that a student did not take part at all and an individual essay type assignment will be allocated in this situation.			

H6BRM: Brand Management

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	36	Per Semester	3.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning	No Description	202	Per Semester	16.83
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
Kevin Keller, Vanitha Swaminathan. (2019), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition, Aug., Global Edition.	
<i>Supplementary Book Resources</i>	
<p>evin Lane Keller, Tony Aperia and Mats Georgson. Strategic Brand Management: A European Perspective, 2nd Ed.</p> <p>Leslie de Chernatony, Malcolm McDonald and Elaine Wallace. (2017), Creating Powerful Brands.</p> <p>Byron Sharp. (2019), How Brands Grow: What Marketers Don't Know.</p> <p>Philip Kotler and Christian Sarkar. (2021), Brand Activism from Purpose to Action.</p> <p>Journal articles, case studies and video URLs (e.g. TED talks) will also be made available on Moodle, with particular emphasis on the Harvard Business Review for this particular cohort..</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	