H9BRMGMT: Brand Management

Module Code:	H9BRMGMT
Long Title	Brand Management APPROVED
Title	Brand Management
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	10
Module Coordinator:	Louise (F) Maguire
Module Author:	Louise (F) Maguire
Departments:	School of Business
Specifications of the qualifications and experience required of staff	

Learning Outcomes	
On successful completion of this module the learner will be able to:	
#	**Learning Outcome Description**
LO1	Critically evaluate how consumers develop brand attitudes, brand loyalty and emotional connections with brands.
LO2	Demonstrate a critical awareness of product and brand management theory and strategies that are essential in order to build, measure, and manage brand equity
LO3	Understand how brands are managing the digital environment in terms of building brand awareness and equity, communications and online WOM, both positive and negative.
LO4	Critically analyse contemporary brand related problems such as creating sustainable and ethical brands and develop appropriate strategies and initiatives.
LO5	Critically examine global brand building strategies and demonstrate an awareness of the challenges involved in managing brands in a global context.

Dependencies
Module Recommendations
No recommendations listed
Co-requisite Modules
No Co-requisite modules listed
Entry requirements

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Module Content & Assessment

Indicative Content

Introduction to Brand Management
brief introduction to module topics then discussion around what is a brand? What brands do, approaches to branding.

Brand Equity
what is brand equity, what is it for, how is it created, nurtured, managed, measured? The underlying aspects of brand image, brand performance and brand 'body and soul', Keller's Equity Triangle etc.

Positioning
segmentation, targeting, positioning, perceptual maps, when and how to re-position a brand

Brand Personality
how can a 'thing' (product) have a personality? Personality theory and critiques of said theory, antecedents of brand personality, leading to a discussion around self-concept.

Branding Strategies
brand portfolios, brand architecture, managing brands over time, staying relevant, brand extensions

Managing Global brands
going global – considering positioning, advertising, localisation versus standardisation, the importance of culture

Managing luxury brands
what is luxury? Status, conspicuous consumption, constituent value dimensions of luxury brands, luxury brand strategies

Brand loyalty and brand communities
why is brand loyalty important? Loyalty schemes, brand communities.

Assessment Breakdown	%
Coursework	100.00%

Assessments

Full Time

Coursework

Assessment Type:	CA 1	**% of total:**	60
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,5
Non-Marked:	No		

Assessment Description:
Individual essay submission. The most up-to-date annual Best Global Brands report is shared on Moodle and students pick one of those brands to analyse using brand management frameworks and theories.

Assessment Type:	CA 2	**% of total:**	40
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4,5
Non-Marked:	No		

Assessment Description:
Group report submission on the creation and management of a sustainable, ethical Brand.

No End of Module Assessment

No Workplace Assessment

Reassessment Requirement

Coursework Only
This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

Reassessment Description
The student must submit both elements of assessment, but a pass grade can be obtained by a combination of the marks i.e. the student does not have to pass both elements to complete the module. If a student fails to achieve a passing grade across both assessments, they must undertake a repeat piece of work.

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Module Workload				

Module Target Workload Hours 0 Hours

Workload: Full Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Per Semester	2.50
Independent Learning	No Description	220	Per Semester	18.33
			Total Weekly Contact Hours	2.50

Workload: Part Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Every Week	30.00
			Total Weekly Contact Hours	30.00

Module Resources

Recommended Book Resources

Keller, K.L. and Swaminathan, V.. (2020), 'Strategic Brand Management: Building, Measuring and Managing Brand Equity',, Global Ed. Pearson, London.

Supplementary Book Resources

Kapferer, J.N.. (2015), 'Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare',, Kogan Page Limited.

Romaniuk, J., and Sharp, B.,. (2022), 'How Brands Grow: What Marketers Don't Know' Part 2,, Oxford University Press.

Van Den Bergh, J., and Behrer, M.,. (2016), 'How Cool Brands Stay Hot: Branding to Generations Y & Z', 3rd Ed. Kogan Page.

This module does not have any article/paper resources

Other Resources

[Further reading:], Journal of Marketing.

[Further reading:], Journal of Brand Management.

[Further reading:], Journal of Consumer Research.

Discussion Note:	