H9BRMGT: Brand Management

Module Code:	H9BRMGT
Long Title	Brand Management AWAITING MODULE COORDINATOR
Title	Brand Management (Approved)
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
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 and behaviours towards brands, as well as co-opting and co-owning the meaning of brands.
LO2	Source relevant academic literature and industry research, critically interpret and apply this knowledge in light of contemporary brand management issues.
LO3	Demonstrate a critical awareness of product and brand management theory and strategies that are essential in order to build, measure, and manage brand equity
LO4	Synthesise the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas and sociological fields.
LO5	Critically analyse contemporary brand related problems and develop appropriate strategies and initiatives
LO6	Demonstrate the analytical skills and decision-making ability as part of a specialist or cross-functional team, and make a significant contribution to the choice of strategic options expected at management level.
LO7	Learn how brands are coping in the new digital environment in terms of building brand awareness and equity and also how they cope with negative commentary in the public domain.

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

The context of Brand Strategy
• Introduction to Brand Strategy • Differentiating between Brand Equity, Strength and Value • How Brands Create Value for the Customer • How Brands Create Value for the Company • Relationship Management and Forging Customer Loyalty

Strategic Implications of Branding
• Distinguishing Products, Services and Brands • Distilling Brand Values • Branding and Business Models • Contemporary Marketing Communications and the Brand Prism

Brand Identity and Positioning
• Brand Identity and Positioning • Positioning Approaches and Strategies • Adapting to Markets: Identity and Change • Brand Identity versus Brand Diversity • Engaging Markets and Authenticity

Creating and Sustaining Brand Equity
• Launching Brands Versus Products • Defining the Brand's Platform • Brand Campaigns Versus Product Campaigns • Establishing & Maintaining Brand Awareness • Branding Life Cycle • Reinventing Brands

Brand architecture: Managing Brand and Product Relationships
• Branding Strategies • Retailers' Branding Strategies • New Trends in Branding Strategies • Internationalising the Architecture of the Brand • Corporate Brands versus Product Brands • Managing Multi-Brand Portfolios • Global Portfolio Strategy • Auditing Brand Portfolios

Managing Global Brands
• Patterns of Brand Globalisation • Brand Globalization: Processes and Problems • Building Brands in Emerging Countries • Achieving the Local–Global Balance

Luxury Brands
Status consumption: What are Luxury brands? : Brand extensions: Over-licencing and brand dilution: Luxury Brand Strategies: 'De-branding': The Paradox of Fakes

Brand Personality
Brand Image: Aaker's personality Scale: The Antecedents of Brand Personality: Self-Concept

Assessment Breakdown	%
Coursework	100.00%

Assessments

Full Time

Coursework

Assessment Type:	Assignment	**% of total:**	100
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4,5,6
Non-Marked:	No		

Assessment Description:
Continuous assessment for this module will be made up of both group and individual projects. Class groups may be presented with various case studies which outline particular brand management issues which require the selection, critical analysis and hypothetical application of appropriate models, theories and practice. Students will be expected to undertake appropriate approaches regarding analysis, as well as, recommend relevant brand management and marketing strategies. Students will also be required to submit compositions or articles on various branding concepts, underpinned by theoretical arguments. Class contribution and discussion is also essential.

No End of Module Assessment

No Workplace Assessment

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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	The teaching philosophy for this module is to blend the theory and practice of brand management in a supportive class environment that promotes active learning through lectures, reflection on real life and theoretical issues and class discussion of problems and challenges encountered in contemporary management situations.	30	Once per semester	2.50
			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

Kevin Lane Keller, Tony Aperia and Mats Georgson. Strategic Brand Management, 2nd European Edition. Trans-Atlantic Publications, Inc., p.940, [ISBN: 9780273737872].

Heding, T., Knudtzen, C.F. & Bjerre, (2009), Brand Management; Research,. Theory & Practice, Routledge..

Supplementary Book Resources

Jean-Noel Kapferer. (2012), The New Strategic Brand Management: Advanced Insights and Strategic Thinking, Kogan Page, [ISBN: 9780749465155].

Dhar, M., (2007), Brand Management 101; Lessons from Real World Marketing. Wiley..

Aaker, D., (2004), Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage and Clarity. Simon & Schuster.

Van Gelder, S., (2005), Global Brand Strategy: Unlocking Branding Potential Across Countries, Cultures and Markets. Kogan Page.

Ries, A. & Ries, L., (2000), The 22 Immutable Laws Of Branding. Profile Business..

Ries, A. & Trout, J., (2001), Positioning: The Battle for Your Mind. McGraw Hill Professional..

Scott, D., (2009), The New Rules of Marketing & PR. Wiley..

Fanning, J., (2006), The Importance of Being Branded: An Irish Perspective,. Liffey Press..

Recommended Article/Paper Resources

Susan Fournier. (1998), Consumers and their Brands: Developing Relationship Theory in Consumer Research, Journal of Consumer Research, Vol.24, 4.

Ted Levitt. (1983), The Globalization of Markets, The International Executive, Vol.25, 3.

Jennifer Aaker. (1997), Dimensions of Brand Personality, Journal of Marketing Research, Vol. 34, 3.

This module does not have any other resources

Discussion Note: