

MODULE SPECIFICATION FORM

Module Title:	Brand Power	Level:	7	Credit Value:	10
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Module code:	BUS758	Cost Centre:	GAMP	JACS2 code:	N500
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Semester(s) in which to be offered:	N/A	With effect from:	November 2015
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Office use only: To be completed by AQSU:	Date approved:	May 2013
	Date revised:	November 2015
	Version no:	2

Existing/New:	New	Existing	Title of module being replaced (if any):	N/A
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Originating Department:	Business and Management	Module leader:	Claire Blanchard
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Module duration (total hours):	100	Status: core/option/elective (identify programme where appropriate):	Core
Scheduled learning & teaching hours	25		
Independent study hours	75		
Placement hours	0		

Percentage taught by Departments other than originating Department (please name other Departments):	None
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Programme(s) in which to be offered:	Pre-requisites per programme (between levels):	Co-requisites per programme (within a level):
Executive Master of Business Administration	None	None

Module Aims

The overarching aim of this module is to critically examine the tools and techniques used to create and build a successful brand. In so doing, students will develop a critical understanding of the role market communication plays in building and maintaining a successful brand. They will evaluate the rationale behind retail and manufacturers branding strategies and relate the theory of branding to specific organisations. Students will also develop a comprehensive understanding of the techniques used to measure consumer insights and how to incorporate these into a marketing framework.

Expected Learning Outcomes

At the end of this module, students should be able to:

Knowledge and Understanding:

1. Assess the significance of branding in a competitive marketplace.
2. Critically evaluate how brand management and communication strategies can meet marketing objectives.

Transferable/Key Skills and Other Attributes:

- Use information and knowledge effectively in order to abstract meaning.
- Solve complex problems using appropriate decision-making techniques.
- Communicate effectively using listening, oral, written and media techniques.
- Effectively use Communications Information Technology tools and packages.
- Demonstrate effective performance within a team environment.
- Select appropriate leadership styles for different situations.
- Recognise and address ethical dilemmas and corporate social responsibility issues.
- Manage creative processes, organise, synthesise and critically appraise.

Assessment

A management report that reflects the learning from the module back to the student's own organisation or a suitable alternative. An indicative question could require students to analyse how an organisation's mission statement and values are reflected in their brand identity.

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
One	1, 2	Report	100%	N/A	2,000-3,000

Learning and Teaching Strategies

Teaching will be delivered via workshops in which students will play a substantial role. In order to make the session as relevant to their business environments as possible, content will be partly driven via input from the students, who will be asked to provide real-life examples from their own businesses, where this is not possible, suitable case study material will be accepted or provided by the tutor for the group to work on. Tools within the workshop will include presentations, tutor-led discussions, creative pattern-breaking tools and team exercises.

Syllabus Outline

1. Consumer Insights: How do consumers view brands.
2. Brand Vision: Creating a coherent and meaningful mission, visions and values.
3. The Symbolic Meaning of Brands: Understanding how brands can be used to construct a social identity.
4. Brand Services and Managing the Corporate Brand. How a company's mission, vision and values drive business activities.
5. Brand Strategies: Symbolic vs. Functional Brands.
6. Brands Communication: Finding the right way to communicate with your stakeholders.
7. Brand Equity: auditing and measuring brand equity.
8. Brand Innovation: How to find the right ideas to drive your business forward.
9. Brand Stretching and Retrenching: Moving the brand into new areas.

Bibliography

Essential reading:

Keller, K.L. (2007). Strategic brand management: Building, measuring, and managing brand equity 3rd edition. London: Prentice Hall.

Other indicative reading:

Davis, M. (2009). Fundamentals of branding. Worthing, UK: AVA Publishing.

Elliot, R., & Percy, L. (2011). Strategic Brand Management, (2nd edn.) Oxford, UK. Oxford University Press.

Gobe M. (2010). Emotional Branding. New York, NY: Allworth Press.

Kotler, P., Keller, K.L., Brady, M., Goodman, M., & Hansen, T. (2012) Marketing Management, London: Pearson.

Masterson, R., & Pickton, D. (2010). Marketing: An introduction. London: Sage.

Wheeler, A. (2012) Designing brand identity: An essential guide for the whole branding team (4th edition). London: John Wiley & Sons

Journals:

- European Journal of Marketing
- Journal of Brand Management
- Journal of Marketing Research
- Journal of Product and Brand Management
- Marketing Science