

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Strategic Brand and Communications Management
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	7
<b>4</b>	<b>Module Code</b>	MKT7044

<b>5</b>	<b>Module Overview</b>
<p>This module examines the management concepts and practices related to product and service branding, specifically the detailed underpinning necessary to understand the building blocks of brand management and building brand equity. The module also provides the skills needed to critically analyse, evaluate and create an integrated marketing communications plan. It explores the importance of effective internal and external communications in building sustainable relationships and delivering customer value within a global context. The module provides the opportunity to recognise the importance of communications planning in delivering marketing solutions. It outlines the components of the marketing communications mix and key elements of integrated marketing communications (IMC) planning and project management. As such the module is essential to developing a professional marketing competency contributing directly to the Marketing pathway and the core vision of the programme.</p> <p>Each seminar is self-contained and builds upon that preceding it therefore attendance at each session is highly important. Key concepts will be tested throughout the workshop session. This will be supported by case study application within the activities. The workshops will encompass a variety of teaching and learning activities designed to engage you in an experiential learning approach.</p> <p>You will have access to the case study from the start of the module and workshop discussions will discuss key aspects of the case study relating the case scenario to taught elements of the programme.</p> <p>You will be expected to actively engage with Moodle support materials and will develop specific contact approaches focused upon the use of marketing communication techniques. The module will encourage you to explore real-life scenarios which will be assessed via the development of a communications plan.</p>	

<b>6</b>	<b>Indicative Content</b>
The module content may include topics such as:	
<ul style="list-style-type: none"> <li>• Brand Equity</li> <li>• Brand architecture</li> <li>• Brand positioning</li> <li>• Brand elements &amp; secondary associations</li> <li>• Marketing communications concepts</li> <li>• Developing communications strategy</li> <li>• Message and media</li> <li>• Communications mix</li> <li>• Evaluation and metrics</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Critically analyse the current brand equity of a given business.
<b>2</b>	Comprehensively evaluate and select the most appropriate marketing communications method(s) applicable to a given business scenario.
<b>3</b>	Develop a fully justified integrated marketing communications plan in response to a live client brief.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-3	X		

<b>9</b>	<b>Breakdown Learning and Teaching Activities</b>
<b>Learning Activities</b>	<b>Hours</b>
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	36
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	24
<b>Private Study (PS)</b> includes preparation for exams	140
<b>Total Study Hours:</b>	200