

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Brand Management
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	5
<b>4</b>	<b>Module Code</b>	MKT5015

<b>5</b>	<b>Module Overview</b>
<p>Brand management is a fascinating subject as we live in a world where we are surrounded by brands – from the everyday objects used daily to the more prestigious and opulent products and services on offer. It is therefore imperative that as a student on a marketing course, you should be able to appreciate and apply the concepts of branding as they relate to contemporary products and services. Building and managing brands is the key to attaining a sustainable competitive advantage and ensuring long term profitability for organisations.</p> <p>In line with the programme philosophy, this module will prepare you to apply marketing and branding theory in a variety of business situations, such as measuring brand equity from business and consumer perspectives, the development of a new brand or the extension of an existing brand, to name a few. In order to undertake such activities, you will need to differentiate and utilise major principles of brand management and apply these to the chosen brands and scenarios to solve brand related marketing problems in accordance with the level 5 learning outcomes. This module provides you with the detailed theoretical underpinning necessary to gain the thorough understanding of the tactics involved in brand management. You will also recognise the challenges businesses face in developing and building brands and brand equity.</p> <p>Every week key theoretical concepts will be covered and supported with application of the theory in small group seminars. The seminars will encompass a variety of teaching and learning activities, including contemporary case studies, designed to engage you in an experiential learning approach. Moodle will be used extensively to support the learning experience and you will be expected to actively engage with Moodle support materials and in small groups.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>The module content will include:</p> <ul style="list-style-type: none"> <li>• Different perspectives on brands and brand management.</li> <li>• Typology of Brand architecture and brand strategies.</li> <li>• Understanding of Brand equity models.</li> <li>• Brand positioning and brand perceptions.</li> <li>• Role of brand elements and secondary associations in building brand equity.</li> <li>• Designing and implementing brand strategies.</li> <li>• Brand extension strategies.</li> <li>• Maintaining brand equity in the long term.</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>	Demonstrate an understanding of the various parameters of brand management, brand equity and identity.
	<b>2</b>	Analyse and apply appropriate models and theories to the development of a brand with the aim of creating and sustaining long-term brand equity.

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1 &amp; 2</b>			<b>X</b>

<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		48
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		36
<b>Private Study (PS)</b> includes preparation for exams		116
<b>Total Study Hours:</b>		200