




**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Brand Management				
Module Code	UMKDCA-15-3	Level	3	Version	1
Owning Faculty	FBL	Field	Marketing		
Contributes towards	BA(Hons) Marketing; BA(Hons) Business Management with Marketing; BA(Hons) Business and Law; BA(Hons) Business Management with Law				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	Understanding the Market Process for Marketing / Understanding the Principles of Marketing (all variants) UMKD6L-15-1 UMKDDE-15-1 UMKD6J-15-1 UUKD6K-15-1		Co-requisites		
Excluded Combinations			Module Entry requirements		
Valid From	September 2013		Valid to		

<b>CAP Approval Date</b>	17 April 2013
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive knowledge and understanding of branding in an integrated, strategic, business to business, consumer, services and international context (Components A and B)</li> <li>2. Demonstrate a comprehensive knowledge and understanding of the multi-faceted role and function that brands fulfil for organisations and consumers. (Components A and B)</li> <li>3. Demonstrate a comprehensive knowledge and understanding of the brand article and be able to apply the processes associated with brand development in the construction, repositioning and 'stretching' of a branded article. (Component B).</li> <li>4. Synthesise appropriate knowledge, analytical techniques and theoretical concepts to critically appraise a market and construct an appropriate brand strategy in response to a given set of market conditions. (Component A)</li> <li>5. Demonstrate a comprehensive knowledge and understanding the concept of a brand portfolio and appraise its role and value to an organisation. (Components A and B)</li> <li>6. Demonstrate the ability to critically appraise brand 'crisis' situations and through a synthesis of information from a variety of sources, recommend appropriate remedial strategies. (Component A)</li> <li>7. Produce a succinct, well-argued and well-presented brand plan. (Component B)</li> </ol>

Syllabus Outline	<ul style="list-style-type: none"> <li>• The brand concept and the structure of the 'brand'</li> <li>• Brand equity and measuring the value of the brand to an organisation</li> <li>• The psychology of branding</li> <li>• Market analysis and brand development</li> <li>• Developing and managing a strategic brand portfolio</li> <li>• Managing mature brands</li> <li>• Formulating an effective brand strategy</li> <li>• Branding and communication</li> <li>• International brands</li> <li>• Managing brand crises</li> <li>• Brands and the law</li> <li>• Creating 'ethical' brands</li> </ul>																				
Contact Hours	<p>Over the course of a two-week timetable there is a total of 6 hours formal contact time which is comprised of a combination of lectures and seminar sessions. Lectures consist of a one hour large-group activity in the form of a presentation/talk on subject matter intrinsic to the module content. By contrast seminars are smaller group sessions in which students develop ideas presented in lectures and required reading in a variety of ways which include but are not limited to debate, discussion and case study analysis.</p> <p>In addition to formal contact time, students have the opportunity to book access to module staff during 'office hours' sessions when small group or one-to-one discussions can take place.</p>																				
Teaching and Learning Methods	<ul style="list-style-type: none"> <li>- The teaching and learning strategy associated with this module is based around a series of lecture and workshop sessions. Lectures are used to develop a body of knowledge and offer signposts for further reading and knowledge development in the field. The lecture programme delivers core syllabus concepts. Workshops offer the opportunity to apply the theory accrued in both lectures and private study primarily through the use of case studies and the critical appraisal of 'live' cases and issues. The workshop programme explores and applies core syllabus concepts within a broad marketing arena and within the specialist context of the student's programme of study</li> <li>• Students will be exposed to a variety of different learning activities which may include but are not limited to the following:- <ul style="list-style-type: none"> <li>- Conventional lectures</li> <li>- Presentations and group activity</li> <li>- Case study analysis</li> </ul> </li> <li>• The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.</li> </ul>																				
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="459 1648 1369 2040"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> </thead> <tbody> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> 	Key Information Set - Module data					Number of credits for this module				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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The table below indicates as a percentage the total assessment of the module which constitutes a -

**Written Exam:** Unseen written exam, open book written exam, In-class test

**Coursework:** Written assignment or essay, report, dissertation, portfolio, project

**Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:			
Written exam assessment percentage		50%	
Coursework assessment percentage		50%	
Practical exam assessment percentage		0%	
			100%

**Reading Strategy**

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.

Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.

**Essential reading**

Students are expected to purchase or have open access to following text as it is considered core to the module:-

- Keller, Aperia and Georgson (2011) *Strategic Brand Management: A European Perspective*, Financial Times/ Prentice Hall; 2<sup>nd</sup> Ed.
- Kapferer (2012) *The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity)*, Kogan Page, 5<sup>th</sup> Ed.

**Indicative Reading List**

**Books**

Riezbos (2002) *Brand Management: A Theoretical and Practical Approach*, Financial Times/ Prentice Hall

**Academic and Practitioner Journals**

- Academy of Marketing
- European Journal of Advertising
- European Journal of Marketing
- International Journal of Advertising
- Journal of Brand Management
- Journal of Marketing Communications
- Journal of Advertising Research
- Journal of Interactive Advertising
- Journal of Communications Management

	Journal of Marketing Journal of Consumer Behaviour Management Marketing and Management Marketing Management Science Review Harvard Business Review The Economist Marketing Campaign  <u>Other</u> Any/all broadsheet newspapers
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Part 3: Assessment	
Assessment Strategy	<p>Summative assessment is comprised of two components; A and B. Component A is an open book examination based upon a case study and Component B is business report.</p> <p>Formative Assessment strategies, such as a direct questioning, peer assessment and feedback, will be utilised throughout the module delivery to assist students to have a clear understanding of the module learning outcomes, they will be assessed and to give students the opportunity to set their own goals.</p>

Identify final assessment component and element	Component B	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Open book examination (2 Hours)	100%	
<b>Component B</b> Description of each element	Element weighting (as % of component)	
1. Individual report (2500 words)	100%	

Resit (further attendance at taught classes is not required)		
<b>Component A</b> (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Open book examination (2 Hours)	100%	
<b>Component B</b> Description of each element	Element weighting (as % of component)	
1. Individual report (2500 words)	100%	
If a student is permitted an <b>EXCEPTIONAL RETAKE</b> of the module the assessment will be that indicated by the Module Description at the time that retake commences.		