






MODULE SPECIFICATION

Part 1: Information			
Module Title	Brand Management		
Module Code	UMKDCA-15-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA(Hons) Marketing; BA(Hons) Business Management with Marketing, BBA(Hons) Business and Management;		
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; plus Integrated Marketing Communications (UMKD6M-15-2)		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description	
<p><i>Indicative content:</i></p> <ul style="list-style-type: none"> • The brand concept and the structure of the 'brand' • Brand equity and measuring the value of the brand to an organisation • The psychology of branding • Market analysis and brand development • Developing and managing a strategic brand portfolio • Managing mature brands • Formulating an effective brand strategy • Branding and communication • International brands • Managing brand crises • Creating 'ethical' brands <p>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</p>	

study		
<p>Students will be exposed to a variety of different learning activities which may include but are not limited to the following:</p> <ul style="list-style-type: none"> - Lectures - Presentations and group activity - Case study analysis <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>		
Part 3: Assessment		
<p>Summative assessment is comprised of Component A, which consists of a 3250 word report (or equivalent) (74%), including a 750 word personal reflection (25%)</p> <p>Formative Assessment strategies, such as a direct questioning, as well as peer assessment and feedback, will likely be utilised throughout the module delivery to assist students in gaining a clear understanding of the module learning outcomes and to give students the opportunity to set their own goals.</p>		
Identify final timetabled piece of assessment (component and element)	Component B	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual – a 3250 word individual report (or equivalent) (75%), including a 750 word personal reflection (25%)	100%	
Component B Description of each element	Element weighting (as % of component)	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual – a 3250 word individual report (or equivalent) (75%), including a 750 word personal reflection (25%)	100%	
Component B Description of each element	Element weighting (as % of component)	

Part 4: Learning Outcomes & KIS Data																								
Learning Outcomes	<p>On successful completion of this module students will:</p> <ol style="list-style-type: none"> 1. Demonstrate a comprehensive knowledge and understanding of branding in an integrated and strategic context 2. Demonstrate a comprehensive knowledge and understanding of the multi-faceted role and function that brands fulfil for organisations and consumers. 3. Critically apply theoretical concepts and analytical methods of addressing challenges associated with brand management and maximising brand potential 4. Exercise transferrable skills required for employment including initiative, personal responsibility, and decision making in complex contexts 																							
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> <td></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> <th></th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> <td></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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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																							
Total Assessment	<table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%													
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Reading List	<p>Reading list available at: https://uwe.rl.talis.com/lists/0435C39B-B79B-0536-5012-C0C1F40B86D2.html</p>																							

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First CAP Approval Date	CAP 17 April 2013			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	16 January 2018	Version	2	link to RIA