



## **Module Specification**

### **Brand Management**

Version: 2022-23, v2.0, 24 May 2022

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## **Part 1: Information**

**Module title:** Brand Management

**Module code:** UMKDCA-15-3

**Level:** Level 6

**For implementation from:** 2022-23

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** Frenchay Campus, Taylors University

**Field:** Marketing

**Module type:** Standard

**Pre-requisites:** Understanding the Market Process for Marketing, Enterprise and Tourism 2022-23

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## **Part 2: Description**

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** The syllabus includes:

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

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** 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.

Students will be exposed to a variety of different learning activities which may include but are not limited to the following:

Lectures

Presentations and group activity

Case study analysis

Over the course of a two-week timetable there is a total of 6 hours formal contact time which comprises 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.

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.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Demonstrate a comprehensive knowledge and understanding of branding in an integrated and strategic context

**MO2** Demonstrate a comprehensive knowledge and understanding of the multi-faceted role and function that brands fulfil for organisations and consumers

**MO3** Critically apply theoretical concepts and analytical methods of addressing challenges associated with brand management and maximising brand potential

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdca-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umkdca-15-3.html>

## Part 4: Assessment

**Assessment strategy:** The assessment consists of a 3000 word report. Writing as a brand management consultant, students are required to develop a brand extension strategy for a business of their choice. They are encouraged to choose a brand within an industry that they would like to work in, or that they already work in.

Students complete the same assessment for the resit, but for a brand selected by the module leader.

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.

### Assessment components:

#### Report - Component A (First Sit)

Description: A 3000 word individual report outlining a brand extension strategy.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

#### Report - Component A (Resit)

Description: A 3000 word individual report outlining a brand extension strategy.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

## Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing{Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2022-23

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)  
2020-21

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2020-21

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2020-21

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19

Business and Management {Top Up}[Sep][FT][Frenchay][1yr] BA (Hons) 2022-23

Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons)  
2022-23

Business Management with Marketing {Top-Up} [Jan][FT][Frenchay][1yr] BA (Hons)  
2022-23

Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2022-23

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2020-21

Business Administration [Jan][FT][Northshore][3yrs] BSc (Hons) 2020-21

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons)  
2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-  
20

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)  
2019-20

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2019-20

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)  
2019-20

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2019-20

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA  
(Hons) 2019-20

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20

Business Administration [Jan][SW][Northshore][4yrs] BSc (Hons) 2019-20

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-  
20

Marketing Communication Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-  
20

Marketing Communication Management {Foundation} [Sep][FT][Frenchay][4yrs] BA  
(Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA  
(Hons) 2018-19

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons)  
2018-19

Marketing Communication Management {Foundation} [Sep][SW][Frenchay][5yrs] BA  
(Hons) 2018-19