



Module Specification

Brand Management in a Digital World

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Part 1: Information

Module title: Brand Management in a Digital World

Module code: UMMDVB-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module will discuss the concept of 'brand', considering various aspects of a brand to understand how marketing activity influences branding and brand perceptions among customers.

Features: Not applicable

Educational aims: Students will be expected to understand how consumers perceive a brand and the difference between brands and other associated terms

such as logos, products, and packaging. Students will then learn how brands communicate their identity and values through a variety of methods, before considering strategies for refreshing a brand's image.

Outline syllabus: The syllabus will look at a range of brands and a range of marketing contexts, including online-only brands. It will also explore academic literature on branding, covering topics including:

Types of brand

Brand identity, values and positioning

Brand personality

Semiotics and visual identity

Brand communication

Tangible aspects of branding

Brand culture

Brand architecture

Brand strategies

Brand equity and brand perception

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning will include lectorials to present and discuss key concepts, with reference to a range of global brands, across

a range of online and offline contexts. Independent learning will include engagement with essential reading, assignment preparation and completion etc.

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

MO1 Demonstrate a critical understanding of how brands convey meaning to customers

MO2 Identify and evaluate the components of a brand

MO3 Synthesize appropriate theory to create an effective brand strategy

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Seminar = 24 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link <https://rl.talis.com/3/uwe/lists/B5DE49F9-AEC0-2588-4AE7-8F472ED168B6.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: Task One Case Study (100%) (1500 words)

Students will prepare a 1,500-word written proposal, presented as a PDF, including supporting visuals where this helps to explain relevant points. The report will reflect the following :

1. Identify a brand (in agreement with their tutor)
2. Conduct a brand audit
3. Evaluate consumers' perceptions of the brand
4. Make recommendations to improve consumers' perceptions of the brand

In completing these tasks, students will be expected to refer to appropriate literature. The assessment strategy will therefore require students to analyse and evaluate

consumers' perceptions of an existing brand, diagnosing the marketing activities that contribute to this perception, before developing recommendations on how it might be improved.

Although the assignment will be submitted for formal assessment at the end of the semester, students will work on the assignment iteratively throughout the semester and will receive formative feedback from their tutor ahead of the final submission.

Assessment tasks:**Case Study (First Sit)**

Description: 1500 word report

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Case Study (Resit)

Description: 1500 report

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing Communications [Frenchay] MSc 2023-24