



Module Specification

Brand Evolution: Identity, values and market edge

Version: 2027-28, v1.0, Approved

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Part 1: Information

Module title: Brand Evolution: Identity, values and market edge

Module code: UMMTBK-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Operations and Information Management

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 enable students to critically apply principles of brand management to secure success in an ever changing market.

Features: Not applicable

Educational aims: Aim of this module is to challenge students to explore current brand value in an organisation. Then to further their thinking by applying brand development principles to extend the brand to new markets.

Outline syllabus: Understanding and defining brand value

Brand vision, identity and values

Developing the story

Brand personality

Brand management

Global vs local brand development

Development challenges

Equity and measurement

Communicating a brand – internal audience vs external

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Students will develop deeper learning independence through active engagement with both theory and practice as individuals and within set groupwork. Methodology will include Tutor-led workshops, student led investigations into case studies, student led creative design of assessment submission and formative feedback sessions.

Students will be expected to prepare for each session, participate fully and use time to practically apply their knowledge and skills.

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

MO1 Demonstrate a systematic knowledge and understanding of the strategic context of branding and the multi-faceted role and function that brands fulfil for organisations and consumers.

MO2 Critically evaluate the application of theoretical concepts and analytical methods in addressing challenges associated with brand management and maximising brand potential.

MO3 Critically apply theoretical concepts associated with maximising brand management and brand potential through re-branding to target a new market.

MO4 Synthesise module concepts in order to communicate recommendations in complex situations and to wider specialist audiences

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ummtbk-30-3.html) via the following link <https://uwe.rl.talis.com/modules/ummtbk-30-3.html>

Part 4: Assessment

Assessment strategy: Students will engage in developing authentic materials which are typically used by organisations during the branding process. This strategy will mirror work undertaken by Brand Managers in industry, enabling students to develop an understanding of the process and an ability to make appropriate use of data to inform brand development decisions. Co-creation of Task 2 is designed to build on their innovation and communication skills.

Task 1 - Firstly students will demonstrate an understanding of the multi-faceted role that Brand plays in an organisation by conducting a brand audit and developing a creative brief to maximise potential in a new market.

Task 2

Building on Task 1, Students will critically apply theoretical concepts associated with maximising brand management and brand potential. The aim is to demonstrate to key stakeholders the value of a re-brand to target a new market.

Time will be allocated to allow students to communicate the value to the organisation

through relevant methods for example; presentations, video content, digital content, podcasts and supporting visual material.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:**Report (First Sit)**

Description: Report - 2500 words

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Project (First Sit)

Description: Student led project communicating through relevant methods for example; presentations, video content, digital content, podcasts and supporting visual material.

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4

Report (Resit)

Description: Report - 2500 words

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Project (Resit)

Description: Student led project communicating through relevant methods for example; presentations, video content, digital content, podcasts and supporting visual material.

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Events Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Villa] BA (Hons) 2025-26

Business and Management [BIBM] BA (Hons) 2025-26

Business Management and Marketing [Phenikaa] BA (Hons) 2025-26

Business Management and Marketing [Villa] BA (Hons) 2025-26

Marketing [UFM] BA (Hons) 2025-26

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2025-26

Business and Events Management [Frenchay] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26

Business Management and Marketing [Frenchay] BA (Hons) 2025-26

Marketing [Frenchay] BA (Hons) 2025-26

International Business Management [UFM] BA (Hons) 2025-26

International Business Management [Frenchay] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26