

<b>Module code</b>	<b>BRD701</b>	<b>Level</b>	<b>7</b>
<b>Module title</b>	<b>Corporate, Product &amp; Services Branding</b>		
<b>Status</b>	Core		
<b>Teaching Period</b>	Spring		
<b>Courses on which the module is taught</b>	MA Management and Branding		
<b>Prerequisite modules</b>	None		
<b>Notional learning hours</b>	200	<b>Credit value</b>	20
		<b>ECTS Credits</b>	10
<b>Field trips?</b>	<i>Optional where offered</i>		
<b>Additional costs</b>	N/A		
<b>Content notes</b>	N/A		

## 1. Module description

Brands have the ability to offer enhanced visibility, emotional meaning, preference, trust, loyalty, price premiums, and business value. And the process of branding is more than just creating a name, logo, and a strapline.

This module will take you through the entire process from theory to practice on: what a brand is (and is not); the differences between corporate, product, and service brands; how to develop the architecture to house a series of brands together; building and maintaining a brand (branding).

You will study theories, frameworks and case examples from traditional business fields, such as: marketing, corporate reputation, and valuations.

In addition, you will also draw from other subject disciplines, such as: storytelling, colour theory, semiotics, media studies, and popular culture.

The aim of this module is to develop your ability to apply a structured and conceptual approach towards articulating how brands are created and maintained. You will be encouraged to embrace the art and science behind how this can be achieved, through conducting investigative reports and creative exercises within a series of brand categories.

You will explore how a brand-driven approach can be used to enhance the value of an increasing number of offerings: from national and regional identities, organisations, products, and services - right down to ideas and individuals.

There will also be opportunities for you to focus on brands of your choice, so that you can tailor this module to your career aspirations.

## 2. Learning Outcomes

*Upon successful completion of this module, you will be able to:*

### Decision-making (LO4)

Formulate brand-informed decisions in complex business situations using critical and reflexive thinking.

### **Communication (LO5)**

Communicate persuasively orally in writing in multicultural and/or international settings.

### **Discipline Skills (LO8)**

Combine and employ advanced discipline-specific branding and communications knowledge, techniques and tools for practical purposes.

### **Interdisciplinary Perspectives (LO9)**

Integrate different disciplinary approaches in proposing branding insights into multifaceted scenarios.

## **3. Learning and teaching methods, and reasonable adjustments**

<b>Learning hours</b>				<b>200</b>
<b>Directed learning</b>				<b>48</b>
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other	
48				
<b>Guided/Self-guided learning</b>				<b>152</b>

This module utilises an interactive and student-centred learning approach. You will participate in a variety of activities each week, such as: interactive Socratic elenchus style lectures and discussions, short desk research tasks, review of multimedia materials, guest talks, group activities. The module emphasises practical application through hands-on experiences, which include using case studies, simulations, group projects, and live briefs. You will collaborate with your peers in seminars and engage in an appreciative inquiry approach to scheduled peer review sessions, with the aim of fostering a collaborative learning environment. Learning technologies will support your experience, providing access to online resources and digital tools to enhance your understanding. Continuous formative assessments and feedback will help you track your progress and refine your skills, culminating in summative assessments that demonstrate your achievement of the module's learning outcomes. The teaching and learning are designed to support your journey towards becoming industry ready and to forge strong networks with your peers as future professionals in your business network.

## **4. Assessments and weighting, reasonable adjustment, and feedback methods**

### **Assessment component 1: Journals**

#### **Weight (40%) - Word Count or equivalent: a maximum of 1,500 words**

Select two weeks from your study notes to write up formally, which capture: the key theories and concepts covered, relevant brand case examples that illustrate similarities and contrasting perspectives, and your own critical thinking and learning journey.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

### **Assessment component 2: Project work**

#### **Weight (60%) - Word Count or equivalent: 2,500 words**

A brand audit for an existing company, which also includes a proposal for improvements.

Diagrams, images, models, tables, and charts should be included.

An industry sector, country/countries, and target audience(s) must be stated.

Evidence-based rationale and justifications must be provided, using theoretical frameworks, market data, and competitor analysis.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

<b>Assessment components</b>	<b>LO4</b>	<b>LO5</b>	<b>LO8</b>	<b>LO9</b>
Assessment 1: Journal	X		X	X
Assessment 2: Project Proposal	X	X	X	X

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

### **5. Indicative resources**

Core reading is available on blackboard.

Heding, T., Knudtzen, C. F. and Bjerre, M. (2020), *Brand Management – Theory and Practice*, 3<sup>rd</sup> Edition, London: Routledge.

Keller, K.L. & Swaminathan, V. (2019), *Strategic Brand Management. Building, Measuring and Managing Brand Equity*, Global Edition, Harlow: Pearson.

Kapferer, J.N. (2012), *The New Strategic Brand Management – Advanced Insights and Strategic Thinking*, London: Kogan Page.

#### **Recommended**

Holt, D.B. (2004), *How Brand Become Icons*, Boston, MA: Harvard Business School Press.

Holt, D.B. and Cameron, D. (2012), *Cultural Strategy: using innovative ideologies to build breakthrough brands*, New York: Oxford University Press, Inc.

Olins, W. (2007), *Wally Olins on BR@ND.*, London: Thames and Hudson Ltd.

Kotler, P., Keller, K.L., Brady, M., Goodman, M. & Hansen, H. (2009) *Marketing Management*, Harlow: Pearson.

### Websites/links:

- Kantar BrandZ <https://www.kantar.com/campaigns/brandz>
- Interbrand <https://www.interbrand.com/>
- Superbrands <https://www.superbrands.uk.com/>
- Prophet Brand Index <https://www.prophet.com/relevantbrands-2018/united-kingdom/>
- Brand Finance <https://brandfinance.com/>
- Sparks & Honey <https://www.sparksandhoney.com/>
- Brand Keys <https://brandkeys.com/>
- Mintel <https://www.mintel.com/>
- The Drum <https://www.thedrum.com/>
- Campaign <https://www.campaignlive.co.uk/media>
- Advertising Age <https://adage.com/>
- The Guardian Media <https://www.theguardian.com/uk/media>
- WARC <https://www.warc.com/Welcome>
- NPR <https://www.npr.org/?t=1572431908689>
- Advertising Standards Authority <https://www.asa.org.uk/>
- Chartered Institute of Marketing <https://www.cim.co.uk/>
- Chartered Institute of Public Relations <https://www.cipr.co.uk/>
- Academy of Marketing <https://www.academyofmarketing.org/>
- Race in the Marketplace <http://www.rimnetwork.net/>
- Ads of the World <https://www.adsoftheworld.com/>
- Cannes Lions <https://www.canneslions.com/>
- Stylus <https://www.stylus.com/>
- Chris Fill <http://www.chrisfill.com/index.html>
- Seth Godin <https://www.sethgodin.com/>
- Gary Vaynerchuk <https://www.garyvaynerchuk.com/>
- Social Media Week <https://socialmediaweek.org/london/>

### Academic Journals (key journals in bold)

- **Journal of Brand Management**
- **Journal of Product and Brand Management**
- **Journal of Marketing Management**
- **Marketing Theory**
- **Harvard Business Review**
- **Journal of Consumer Research**
- **European Journal of Marketing**
- **Consumption, Markets and Culture**
- **Journal of Advertising**
- **Advances in Consumer Research**
- **Journal of Macromarketing**
- **Journal of Marketing Communications**
- Journal of Consumer Psychology
- Journal of Marketing
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- Marketing Science
- International Journal of Research in Marketing
- Journal of Advertising Research
- Journal of Interactive Marketing
- Marketing Letters

- Psychology and Marketing
- Electronic Markets
- International Journal of Advertising
- Journal of Consumer Behaviour
- Journal of Communication Management
- Journal of Consumer Marketing
- Journal of Consumer Behavior
- Journal of Fashion Marketing and Management
- Journal of Global Marketing
- Journal of Social Marketing
- Marketing Intelligence and Planning
- Young Consumers
- Journal of Islamic Marketing