

MODULE SPECIFICATION

1. **Title of the module:**

Brand Building and Management

2. **School or partner institution which will be responsible for management of the module**

Pearson College London

3. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**

Level 6

4. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**

This module can be run in any term: Autumn or Spring or Summer

6. **Prerequisite and co-requisite modules**

None

7. **The programmes of study to which the module contributes**

- BA (Hons) Business Management – optional module
- BA (Hons) Business Management with Finance – optional module
- BA (Hons) Business Management with Global Industries – optional module
- BA (Hons) Business Management with Law – optional module
- BA (Hons) Business Management with Marketing – core module

8. **The intended subject specific learning outcomes.**

On successfully completing the module students will be able to:

- 8.1 Critically evaluate how brands are developed and nurtured over time and aligned to the target audience.
- 8.2 Critically evaluate the impact brands have on the employees, stakeholders, culture and strategy of an organisation.
- 8.3 Demonstrate a systematic knowledge and understanding of the key issues and challenges brands face at the early stages, and determine strategic ways in which to mitigate against them.
- 8.4 Demonstrate a systematic knowledge and understanding at a strategic level of how brands are managed over time using a variety of tools and techniques.
- 8.5 Critically evaluate the various ways and strategic rationale for brands to enter into collaborations and partnerships, highlighting the pros and cons of doing so.
- 8.6 Critically evaluate the key tools and techniques that can be used to measure a brand's health over time and develop strategic capability and thinking to maximise a brands potential.

9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

- 9.1 Demonstrate the ability to manage their own learning, and to make use of scholarly reviews and primary sources (e.g. refereed research articles and/or original materials appropriate to the discipline).
- 9.2 Describe and comment on aspects of current research or advanced scholarship.
- 9.3 Communicate appropriately to both specialist and non-specialist audiences.
- 9.4 Collaborate with others and work independently to critically evaluate problems and propose a range of solutions identifying strengths and weaknesses of each solution.
- 9.5 Demonstrate an appreciation of the uncertainty, ambiguity and limits of current knowledge.

10. A synopsis of the curriculum

The module will be developed across three broad themes relating to the development and management of brands:

Theme 1 Building a brand

- Introduction to branding
 - How a brand is built
 - Building brands based on vision and consumer insight
- Developing the brand plan; segmentation, targeting and positioning
 - Segmentation; how to identify segments of customers within markets. (JP) Value, behavioural and task based segmentation
 - Targeting; identifying segments to target
 - Positioning; achieving a superior position in the minds of customers relative to competitors
- Communicating and testing the brand with consumers
 - Ways to launch the brand
 - Getting feedback and iterating the brand
 - Aligning the brand to consumers and maximising its reach

Theme 2 Managing growth

- Managing a brand and a portfolio of brands
 - Brand portfolios: What is the role of individual brands in a portfolio?
 - Brand hierarchy: how are brands and sub-brand linked within a hierarchy?
 - Brand extensions: how can new brands be introduced that leverage existing ones?
 - How should brands be managed brands over time?
- The product/brand lifecycle
 - The product life cycle: its stages and determinants
 - Managing demand and the marketing mix over the life cycle
 - Pros and cons of product life cycle concept
- Managing a brand' costs
 - Types of costs and cost reduction strategies.
 - Break-even analysis.
 - Profitability versus market share/sales.
- Brand collaborations, JVs and partnerships

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- Developing brand collaborations
- When brands come together

Theme 3 Evaluating the brand

- Building brand value/equity
 - What is brand equity?
 - Why measure it?
 - How is brand equity built?
 - Tools and techniques to build brand equity
 - What is the role of various media in building brand equity?
- Brand measurement and testing techniques
 - Marketing testing techniques
 - Brand tracking
 - Net promoter score
 - Brand Asset Validator
- Brand evaluation
 - Profitability versus market share/sales.
 - Assessing market response.

11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)

- Keller, "Strategic Brand Management: Global Edition, 4/E" ISBN-13: 9780273779414
- Light and Kiddon, "New Brand Leadership: Managing at the Intersection of Globalisation, Localisation and Personalisation, 1/E" ISBN-13: 9780134193823
- Other resources:
- Brand Vision: <https://www.prophet.com/theinspiratory/2014/03/19/it-starts-with-a-brand-vision/>
- Purpose Driven Brands: <http://www.fastcoexist.com/3019856/10-ways-todays-purpose-driven-brands-can-bring-their-core-values-to-life>

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

<i>Scheduled Hours:</i>	25
<i>Placement Hours:</i>	00
<i>Independent Study Hours:</i>	125
<i>Total Study Hours:</i>	150

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13. Assessment methods.

13.1 Main Assessment

This module is assessed as follows:

- A 30 minute **group presentation** (30% of overall grade) will require students to demonstrate their ability to develop and grow a brand in a strategic manner. It will focus on the various challenges a brand will face when they first set up and then consider how to overcome the challenges to achieve critical mass, salience and awareness. Students will also be required to determine tools and techniques to measure a brands health early in its evolution.
- A 3,500 word **individual report** (70% of overall grade) will require students to conduct a critical evaluation on an established brand and how it is managed and evaluated over time. This will require a strategic lens and analysis to determine the optimal direction for the brand in the future. It will also cover how to measure brand health and align it to changing customer expectations.

A pass must be achieved in the individual report element of assessment in order to pass the module.

13.2 Reassessment

14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

Module learning outcome		8.1	8.2	8.3	8.4	8.5	8.6	9.1	9.2	9.3	9.4	9.5
Learning/teaching method	Hours allocated											
Lectures	10	X	X	X	X	X	X					X
Seminars	15	X	X	X	X	X	X	X	X	X		X
Private study	125	X	X	X	X	X	X	X	X	X	X	X
Assessment method												
Group Presentation (30 mins)		X	X	X					X	X	X	X
Individual report (3,500 words)		X	X	X	X	X	X	X	X	X	X	X

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15. Inclusive module design

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London

17. Internationalisation

Examples and case studies in seminars will be taken from a variety of international contexts so students have an up-to-date understanding of development of brands in a variety of national contexts. Materials for lectures and those given to the students via their assigned readings will include international content so that students can consider this topic both internationally and globally.

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

18. Partner College/Validated Institution:

Pearson College London

19. University School responsible for the programme:

Kent Business School

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FACULTIES SUPPORT OFFICE USE ONLY

Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approve	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cov sheet)