The Power of Brands

Module Code	4MARK006W
Module	Level4
Length	Session Two, Three Weeks
Site	Central London
Host Course	London International Summer Programme
Pre-Requisite	None
Assessment	75% Individual Report, 25% Group Presentation

Special features

Site visits: the students will visit the Museum of Brands.

Note: this visit is subject to change.

Summary of module content

Creating and managing successful brands is a source of competitive advantage to modern organizations. This module provides students with the fundamental understanding of brands, brand positioning and brand portfolio management. It engages students by practical demonstration of the effective use of marketing and branding tools. At the heart of an effective brand strategy, is its seamless integration with the marketing mix. A successful brand plan does not only address how the brand will be communicated but also how it will be protected.

Learning outcomes:

On successful completion of this module, the student will be able to:

- Explain the importance of branding as a marketing tool and its evolution in business practice
- Demonstrate an understanding of brands and brand value over time through the development of brand planning and equity
- Evaluate basic strategies required to develop and communicate a strong brand and to evaluate its performance
- Present and debate brand issues within given scenarios and case studies.

Course Outcomes: an elective does not contribute directly to course outcomes but helps contextualise these.

Indicative syllabus content:

- Evolution of branding in business practice
- Benefits of branding to firms, consumers and intermediaries
- Key brand principles of brand planning and the criteria for evaluating brand performance
- Marketing communication and its role in creating brand equity
- Brands as delivering benefits and meaning to their users; both functional and symbolic
- The concept of customer based brand equity, its development, management and evaluation
- The main concepts of brand strategy and brand positioning

- Examples of leading brands and scenario analysis of consumer perception
- The basic structure and contents of a brand guideline document.

Teaching and Learning Methods:

Contact hours are distributed between lectures and seminars. Lectures will outline and explain the main theories and concepts of the syllabus and be illustrated by examples from current brands and branding practice. Seminars will involve discussion and debate, where students are encouraged to talk about their own brand choices, attachments and habits in order to draw on the concepts introduced in the module. Specific tasks supported by guided reading will be set for each seminar. Guest lecture(s) may be organised to discuss examples of leading brands. Field exercises and trips may also form an integral part of the teaching and learning method, and students may be asked to undertake market research and present findings in class.

Activity type	Category	Student learning and teaching hours
Lecture	Scheduled	12
Seminar	Scheduled	24
Workshops:	Scheduled	12
Total scheduled		48
Independent study	Independent	152
Total student learning and teaching hours		200

Assessment rationale:

The nature of the subject requires the students to work through a case study as part of working in teams to present their ideas. The group presentation and individual report are used to ensure that each individual student has the understanding and underpinning knowledge of the key basic elements of a brand and how branding is used as a marketing tool.

The assessment for this module has been designed in the full expectation that formative assessment is completed, as directed, by the module leader; failure to do so is likely to impact on the student's ability to pass the module.

Assessment criteria:

To pass this module, students will need to demonstrate critical understanding of the syllabus, as the assessment will draw on all the learning outcomes. Analytical thought, creativity and good verbal and written expression will be rewarded.

Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
Group presentation	25	30	n/a	1,2,3,4	Group presentation (15 minutes)
Individual Report	75	30	n/a	1,2,3,4	Individual report (2000 words max)

The pass mark for this module is 40% with a minimum mark of 30% in the Group Presentation and the Individual Report.

Sources:

Essential Reading

Keller, K (2013) *Strategic Brand Management* (4th Edition - global), Harlow: Pearson

Further Reading

Kapferer, J (2012) *The New Strategic Brand Management: Advanced Insights and Strategic Thinking* (5th Edition) London: Kogan Page.
Marketing (Haymarket)
Marketing Week (Centaur)

Websites:

Brand republic: http://www.BrandRepublic.com
Interbrand http://interbrand.com/
BrandZ http://www.brandz.com/output/
Brand Consultants http://www.wolffolins.com/
Marketing Advertising & Design: http://www.mad.co.uk
World Advertising Research Centre: http://www.warc.com
Chartered Institute of Marketing: http://www.cim.co.uk/
The Creative Club www.creativeclub.co.uk