

Module Proforma

Module full title	The Power of Brands
SITS Module Code	4MARK006X
Credit level	Level 4
Length	Semester
UK credit value	20
ECTS credit value	10
College	Westminster Business School
School	Management and Marketing
Host programme of study	
Progression and assessment board	Management and Marketing UG PAB
Pre-requisites	
Co-requisites	
Study abroad	Yes
Special features	
Access restrictions	Not available to University of Westminster students (for Study Abroad or Summer School students only).
Are the module learning outcomes delivered, assessed or supported through an arrangement with organisation(s) other than the University of Westminster:	No

Summary of module content	Creating and managing successful brands is a source of competitive advantage to modern organisations. 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.
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Assessment Methods

Rank	Assessment type	Assessment name	Weighting	Minimum mark required	Qualifying set (where the minimum mark required applies across multiple assessments)
001	Presentation Group	Group Presentation	25		
002	Coursework	Individual Report (3000 words)	75		

Synoptic assessment

n/a

Learning outcomes

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

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

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
Tutorial	Scheduled	
Project supervisor	Scheduled	
Demonstration	Scheduled	
Practical classes and workshops	Scheduled	12
Supervised time in studio/workshop	Scheduled	
Fieldwork	Scheduled	
External visits	Scheduled	
Work based learning	Scheduled	
Scheduled online learning	Scheduled	

Other learning	Scheduled	
Total scheduled		48
Placement	Placement	
Independent study	Independent	152
Total student learning and teaching hours		200

* hours per activity type are indicative and subject to change

Assessment rationale: Why has this assessment been used for this module?

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: What criteria will be used to assess my work on this module?

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.

[The University Grade Descriptors are available online.](#)