

Module Details	
Module Title	Product and Corporate Brand Management
Module Code	MAR6013-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1
ONA	College of Banking and Financial Studies / Semester 1

Module Aims
To develop knowledge and understanding of the key principles of brand management and how the application of those principles differs for products versus organisations

Outline Syllabus

Brands and Brand Management
 Brand Positioning and Values
 Integrating Marketing Communications to Build Brand Equity
 Measuring Sources and Outcomes of Brand Equity
 Designing and Implementing Branding Strategies
 Introducing and Naming New Products and Brand Extensions
 Managing Brands Over Geographic Boundaries and Market Segments
 Corporate Identity and Corporate Brands
 The role of the organisation in corporate branding
 Balancing the needs of multiple stakeholder groups
 Analysing and planning corporate communications
 Corporate brand strategy
 Corporate Marketing Managerial Issues
 The AC2ID and AC3ID tests of Corporate Identity Management

Learning Outcomes

Outcome Number	Description
01	1a) Critically evaluate and analyse major brand management issues. 1b) Understand the differences between product and corporate branding. 1c) Evaluate and compare different theoretical perspectives on key aspects of corporate marketing.
02	2a) Research, justify and analyse trends in brand management at the national and international level. 2b) Evaluate the corporate marketing strategy of a particular organisation using Balmer's AC2ID test and REDS2 Process. 2c) Make practical recommendations for improving an organisation's corporate marketing activities within a specific budget and time frame.
03	Demonstrate enhanced skills in research, analysis and rhetoric.

Learning, Teaching and Assessment Strategy

You will learn about brand management theory and concepts by attending and participating in classes. This will include attending guest lectures in which practitioners will share their experience-based knowledge of brand management. Tutorials, which encourage discussion and participation, will develop your understanding of the theory and its application through the use of problems and case studies.

You will achieve LO's 1, 2, and 3 by preparing for tutorials, and these are assessed by a summative portfolio-based report at the end of the module. Oral formative feedback is given during tutorials and written feedback is provided after the assessment period upon completion of the summative assessment.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Report (4000 words)	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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