

Module Details	
Module Title	Strategic Brand Management
Module Code	MAR7514-B
Academic Year	2022/3
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Tutorials	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / 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.

Learning Outcomes	
Outcome Number	Description
LO 1	Critically evaluate and analyse major brand management issues. Understand the differences between product and corporate branding. Describe and understand the core concepts of Branding, and Brand elements in particular.
LO 2	Develop understanding of Brand planning models such as Keller's. Research, justify and analyse trends in brand management at the national and international level.
LO 3	Critically assess organisations use of branding strategy; demonstrate ability to understand and measure sources of Brand equity and develop brand equity management system; and demonstrate awareness of successful implementation of branding and marketing campaign.

Learning, Teaching and Assessment Strategy
The students 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 their understanding of the theory and its application through the use of problems and case studies. The module addresses ESD through content on ethics and CSR. LOs 1, 2, and 3 are summatively assessed by an individual assignment based on designing brand consultant report. LO 3 is formatively assessed within tutorial activities. Oral formative feedback is given during tutorials and written summative feedback of the individual assignment is provided after the assessment period.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual assignment (4000 words) based on a given scenario and an organisation of choice	100%
Formative	Presentation	Individual digital presentation (up to 10 minutes or equivalent) on coursework plan	N/A

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.