

MODULE SPECIFICATION PROFORMA

Module Title:	Advertising & Branding	Level:	5	Credit Value:	20
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Module code:	BUS548	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre(s):	GAMG	JACS3 code:	N211
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With effect from:	September 18
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School:	Business	Module Leader:	Holly Dougan
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
MBus	✓	<input type="checkbox"/>
BA (Hons) Applied Business	✓	<input type="checkbox"/>
BA (Hons) Business	✓	<input type="checkbox"/>
BA (Hons) Hospitality Tourism and Event Management	✓	<input type="checkbox"/>
BA (Hons) Global Business	✓	<input type="checkbox"/>
BSc (Hons) Business, Marketing and Consumer Behaviour	✓	<input type="checkbox"/>
BSc (Hons) Sport Management	✓	<input type="checkbox"/>
BA (Hons) Business Management and IT	✓	<input type="checkbox"/>
BA (Hons) Retail Management	✓	<input type="checkbox"/>
BA (Hons) Business Development Management	<input type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Initial approval: September 14

Date revised: July 2018 (added to FinTech programme)

Version: 5

Module Aims

In the 21st century brands have become one of the most valuable assets on an organizations balance sheet. For example it is estimated that 71% of McDonalds total value can be attributed to its brand. In this module we will explore what makes brands so valuable, and how organizations can build and develop successful brands. Drawing heavily on the new psychological research exploring branding, this module will seek to understand the theoretical framework that predicts how consumers perceive and interactive with brands, as well as seeing how this theory can be applied in practice. However, as well as examining the theoretical and academic underpinnings of branding. This module will explore how branding can convey meaning through advertising; understanding how advertising sits within both the marketing and promotional mix.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to		Key Skills	
1	Analyse how an organisation builds a successful brand		
2	Understand the managerial significance of branding in a competitive marketplace		
3	Analyse the importance of advertising in developing a branding strategy and its role in brand positioning		
4			

	Understand the significance of the marketing environment on advertising and how this influences the effectiveness of advertising		
5	Analyze how to measure the success or failure of an advertising or branding campaign	KS6	KS10

Derogations

None

Assessment:

Indicative Assessment One:

Assessment one will be a 2-hour exam divided into two sections. Section A will be worth 60% and will include questions relating to a pre-released case study. Section B (worth 40%) will test student's analytical skills and their ability to critically reflect on the lecture material. Section B will comprise of three essay questions and students are expected to answer one of the four questions.

Indicative Assessment Two:

For assessment two, students are required to prepare a case study analysing how, and why an organization has developed their brand. This case study will need to consider factors such as: the marketing environment, the brands role in the marketplace, how has advertising contributed to the development of the brand etc.

Indicative Assessment Three:

Students enrolled in this module will be required to participate in a number of experiments exploring consumer behavior. This enables students to appreciate how experiments can be used to further understand branding & advertising. Each student is required to complete three hours' worth of approved experiments.

Students on the BA (Hons) Applied Business programme will undertake assessment tasks based on their partnered employer.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	3,4,5	Examination	45	2 hrs	
2	1,2	Case Study	45		2500
3	5	Practical	10		

Learning and Teaching Strategies:

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material that forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Syllabus outline:

1. The concept of brands
2. Psychology of branding
3. Developing brands
4. Branding strategy
5. Brand Equity: auditing and measuring brand equity
6. The concept of advertising
7. The theory of advertising
8. The role of advertising agency
9. Media planning
10. Advertising effectiveness
11. Ethical and legal framework

Bibliography:

Essential reading

Clow, K. E. & Baack, D. (2014). *Integrated advertising, promotion, and marketing communications*. Harlow, England: Pearson.
Keller, K.L. (2012). *Strategic brand management: Building, measuring, and managing brand equity 4th edition*. London: Prentice Hall.

Other indicative reading

Background Reading - Textbooks

Elliot, R., & Percy, L. (2011). *Strategic Brand Management, (2nd ed.)*. Oxford, UK. Oxford University Press.
Fill, C., Hughes, G., & De, F. S. (2013). *Advertising: Strategy, creativity and media*. Harlow: Pearson Education.
Gobe M. (2010). *Emotional Branding*. New York, NY: Allworth Press.
Kotler, P., Keller, K.L., Brady, M., Goodman, M., & Hansen, T. (2012). *Marketing Management*. London: Pearson.
Masterson, R., & Pickton, D. (2010). *Marketing: An introduction*. London: Sage.
Rodgers, S., & Thorson, E. (2012). *Advertising theory*. New York: Routledge.
Wheeler, A. (2012). *Designing brand identity: An essential guide for the whole branding team (4th edition)*. London: John Wiley & Sons.
Clifton, R., Simmons, J., & Ahmad, S. (2003). *Brands and branding*. London, U.K.: Profile Books.
Du, P. E., & Millward Brown (Firm). (2005). *The advertised mind: Groundbreaking insights into how our brains respond to advertising*. London: Kogan Page.
Fletcher, W. (2010). *Advertising: A very short introduction*. Oxford: Oxford University Press.
Ogilvy, D. (1983). *Ogilvy on advertising*. New York, U.S.A.: Crown Publishers.
Powell, H., & Brierley, S. (2009). *The advertising handbook*. London: Routledge.
Tungate, M. (2007). *Adland: A global history of advertising*. London: Kogan Page.
Twitchell, J. B. (2000). *20 ads that shook the world: The century's most groundbreaking advertising and how it changed us all*. New York, U.S.A.: Crown Publishers.

Journals

- International Journal of Advertising
- Journal of Advertising
- Journal of Advertising Research
- Journal of Marketing Communications
- Journal of Marketing Communications
- Marketing & Psychology

Websites

Chartered Institute of Marketing: Knowledge Centre www.themarketer.co.uk/knowledge-centre
Marketing Magazine www.marketingmagazine.co.uk/