

Module Code:	BUS579
---------------------	--------

Module Title:	Personal and Organisational Branding
----------------------	--------------------------------------

Level:	5	Credit Value:	10
---------------	---	----------------------	----

Cost Centre(s):	GSEW	<u>JACS3</u> code:	N211
------------------------	------	---------------------------	------

School:	Social & Life Sciences	Module Leader:	Owen Dale
----------------	------------------------	-----------------------	-----------

Scheduled learning and teaching hours	16 hrs
Guided independent study	84 hrs
Placement	0 hrs
Module duration (total hours)	100 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
Standalone module aligned with BA (Hons) Business for QA and assessment purposes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
N/A

Office use only

Initial approval: April 2018

Version no:1

With effect from: April 2018

Date and details of revision:

Version no:

Module Aims

This module will explore what makes brands so valuable and how organisations or individuals can apply this knowledge to develop and build successful brands. This module will enable students to understand current thinking on how consumers perceive and interact with brands, brand values and how to apply these in contemporary business.

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

At the end of this module, students will be able to		Key Skills	
1	Understand how successful brands are built and maintained	KS1	
		KS6	
		KS7	
2	Evaluate their own organisations or personal brand and the core brand values which underpin this.	KS3	KS2
		KS4	
		KS9	
3	Demonstrate how branding can build their business or an organisation which they are familiar with.	KS5	
		KS8	
		KS10	

Transferable skills and other attributes

Self-awareness
 Influencing others
 Personal development
 Communication skills

Derogations

N/A

Assessment:

Indicative Assessment Tasks:

Assessment one: Students will present a review of their current brand values and a brand proposition either for themselves as a personal brand or for their organisation (15 minutes plus 5 minutes Q&A).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	LO1-3	Presentation	100	15 mins	N/A

Learning and Teaching Strategies:

This module will be delivered using a combination of workshops, group tutorials, personal mentoring, student led-discussion, practical exercises, case studies, directed and self-directed study.

Syllabus outline:

1. The concept of brands
2. Psychology of Branding
3. Branding: What works
4. Personal Branding: How it is different?
5. Brand Values and developing your brand
6. Branding strategy
7. Evaluating Branding strategy and effectiveness

Indicative Bibliography:
Essential reading
<p>Keller, K.L (2012) Strategic Brand Management: Building, measuring and managing brand equity. 4th Ed. London: Prentice Hall</p>
Other indicative reading
<p>Gobe, M (2010) Emotional Branding. New York: Allworth Press Wheeler, A (2012) Designing Brand Identity: An essential guide for the whole Branding Team. 4th Ed. London: John Wiley & Sons Christopher, M., 1996. From brand values to customer value. Journal of Marketing Practice: applied marketing science, 2(1), pp.55-66. De Chernatony, L., 2010. Creating powerful brands. Routledge.</p>