

Module Code:	BUS588
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Module Title:	Advertising & Branding
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Level:	5	Credit Value:	20
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Cost Centre(s):	GAMG	JACS3 code:	N211
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School:	Social & Life Sciences	Module Leader:	Holly Dougan
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Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-requisites		
None		

Office use only

Initial approval: 29/06/2018
 With effect from: 01/09/2019
 Date and details of revision:

Version no:5
 Version no:

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

At the end of this module, students will be able to		Key Skills	
1	Analyse how an organisation builds a successful brand	KS1	
		KS5	
		KS9	
2	Understand the managerial significance of branding in a competitive marketplace	KS1	
		KS5	
		KS9	
3	Analyse the importance of advertising in developing a branding strategy and its role in brand positioning	KS1	
		KS5	
		KS9	
4	Understand the significance of the marketing environment on advertising and analyze how to measure the success or failure of an advertising or branding campaign	KS1	
		KS5	
		KS9	

Transferable skills and other attributes

- ability to collaborate and plan
- contribute proactively
- display data effectively using a variety of methods
- study, writing, IT skills
- communication skills

- meeting objectives

Derogations

None

Assessment:

Assessment One: Students will be expected to produce a 2000 word individual research report investigating how an organisation builds a successful brand and understanding the managerial significance of branding in a competitive marketplace

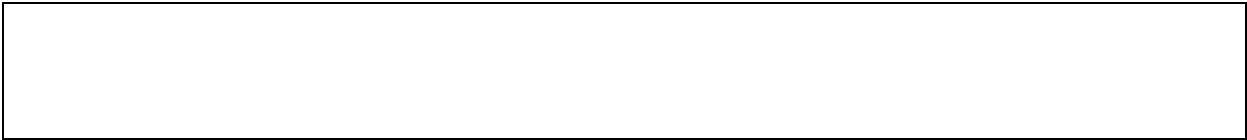
Assessment Two: Students will be expected to produce a 2000 word individual research report analyse the importance of advertising in developing a branding strategy and its role in brand positioning and understanding the significance of the marketing environment on advertising and analysing how to measure the success or failure of an advertising or branding campaign.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2	Report	50%	N/A	2,000
2	3, 4	Report	50%	N/A	2,000

Learning and Teaching Strategies:

Learning will focus especially on developing the practical /technical skills required to undertake the computational aspects of the module. This will be achieved by means of lectures, tutorials and directed study. Some lectures may 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 which forms a basis for group work through practical exercises. The tutorials will be very much based around in-class exercises so as to give the students sufficient 'hands-on' experience. Directed study will allow the students to enhance their understanding of the topics covered.

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

Indicative Bibliography:**Essential reading**

Clow, K. E. & Baack, D. (2014). Integrated advertising, promotion, and marketing communications. Harlow, England: Pearson.

Other indicative reading

Dibb, S., Simkin, L., Pride, W.M. and Ferrell, O.C. (2016) Marketing Concepts and Strategies 7/E Cengage Learning, Andover

Armstrong, G. & Kotler, P. (2015). Marketing: An Introduction with My Marketing Lab, Global Edition. 12th edition. Pearson Education

Journals:

European Journal of Marketing

Journal of Marketing

Journal of Marketing Development and Competitiveness

Journal of Strategic Marketing

Websites:

The Chartered Institute of Marketing: www.cim.co.uk