Prifysgol **Wrecsam**
Wrexham University

Module specification

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Refer to guidance notes for completion of each section of the specification.

Module Code	ONLM725
Module Title	Brand Management
Level	7
Credit value	15
Faculty	FSALs
HECoS Code	100079
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc Marketing	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	15 hrs
Placement / work based learning	0 hrs
Guided independent study	135 hrs
Module duration (total hours)	150 hrs

For office use only	
Initial approval date	29th July 2024
With effect from date	September 2024
Date and details of revision	
Version number	1

Module aims

Brand management provides the necessary foundation to understand the role of a brand, its various components—both tangible and intangible, how these components interact, and how they work together to create the target consumer's desired relationship with the brand. In this module, you will explain brand investment and articulate its values. You will also plan a unique value proposition and a differentiated position. Finally, you will use brand elements and ongoing, actionable brand metrics.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Critically analyse the components of a brand and the role of brand investment in creating and maintaining brand value over time.
2	Critically develop a comprehensive brand positioning statement that clearly articulates the unique value proposition and differentiation strategy of the brand and use it to guide all future branding and marketing efforts.
3	Critically develop and implement brand elements, including visual identity and messaging, to effectively communicate the brand's value proposition and positioning to target audiences.
4	Within the context of academic research and theory, implement ongoing brand guidelines and standards to ensure consistency in brand messaging and visual identity across all touchpoints.
5	Synthesize relevant and actionable brand metrics to measure the effectiveness of branding efforts and make data-driven decisions to optimise brand performance.

Assessment

Indicative Assessment Tasks:

Formative Assessment

Formative assessment for this module may include:

End of lesson questions or quizzes, to check knowledge at the end of each unit and module, feedback on subject discussion forums, sharing experiences in groups, self and peer

assessment and one-minute papers, to demonstrate understanding and progress of subject knowledge, and improve learning.

Summative Assessment

Assignment 1:

Learners are to develop an academic poster critically analysing the components of a chosen brand and the role of brand investment. Learners are to develop a comprehensive brand positioning statement that clearly articulates the unique value proposition and differentiation strategy of the brand. (Indicative word count – 750 words).

Assignment 2:

Learners are to write an executive report critically evaluating and demonstrating the effectiveness of communicating the brand's value proposition and positioning, ongoing brand guidelines and standards to ensure consistency to target audiences and utilisation of brand metrics for target consumers' desired brand relationship. (Indicative word count – 2,250 words).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Presentation	40%
2	3, 4, 5	Written Assignment	60%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. Online material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

Indicative Syllabus Outline

The role of a brand
Brand and marketing theory and frameworks
Tangible and intangible components of a brand
Consumer/brand relationship
Brand positioning
Elementary brand elements
Marketing planning and positioning
Metrics and data driven brand performance

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update. Please *ensure correct referencing format is being followed as per University Harvard Referencing Guidance.*

Essential Reads

Journal of Marketing
Journal of Product and Brand Management
Journal of Business and Management
International Journal of Business and Management
Journal of International Economics
International Tade Journal
Journal of Business Research
International Journal of Corporate Social Responsibility

Other indicative reading

Clow, K. and Baack, D. (2015), Integrated Advertising, Promotion and Marketing Communications. 7 th edition. Harlow: Pearson Education.

Fill, C & Turnbull, S. (2023), Marketing Communications: discovery, creation and conversations. 9th Edn. Harlow: Pearson Education.

Smith, P.R. and Zook, Z. (2016), Marketing communications: Offline and Online Integration, Engagement and Analytics. 6th edition. , London: Kogan Page.