

Module specification

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Module Code	BUS7C3
Module Title	International Organisational Branding
Level	7
Credit value	20
Faculty	Faculty of Social and Life Sciences
HECoS Code	100085
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc International Business Management	Core
MSc International Business and Finance Management	Core
MSc International Marketing Management	Core
MSc International Hospitality and Tourism Management	Core
MSc International Health Services Management	Core
MSc International Human Resource Management	Core
MSc International Business and Data Analytics Management	Core
MSc International Business and Supply Chain Management	Core
MSc International Business Management with Advanced Practice	Core
MSc International Business and Finance Management with Advanced Practice	Core
MSc International Marketing Management with Advanced Practice	Core
MSc International Hospitality and Tourism Management with Advanced Practice	Core
MSc International Health Services Management with Advanced Practice	Core
MSc International Human Resource Management with Advanced Practice	Core
MSc International Business and Data Analytics Management with Advanced Practice	Core
MSc International Business and Supply Chain Management with Advanced Practice	Core

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs

Project supervision hours	0 hrs
Active learning and teaching hours total	20 hrs
Placement hours	0 hrs
Guided independent study hours	180 hrs
Module duration (Total hours)	200 hrs

Module aims

This module enables students to take a strategic approach to branding at an international level so that it is consistent with the corporate brand and reputation. You will develop key skills that will enable you to successfully identify and establish branding and branding strategies within an organisation. You will also learn about the value of branding within a business landscape, and across a wide range of organisational functions, to demonstrate how branding delivers on the organisational purpose aligned to people, planet and profit.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Critically discuss how branding is defined and positioned to add value to organisations.
2	Utilising contemporary literature, undertake a critical analysis of branding across a variety of different organisational strategies (e.g., marketing, HR).
3	Synthesise the global challenges and drivers that can impact negatively on branding across functions and formulate ways in which businesses can overcome these challenges through effective branding and brand management.
4	Critically discuss the relationship between branding and commercial drive, and people and customer-focused practices within national and international organisations.
5	Critically evaluate key insights into the effectiveness and improvement of branding within an international context.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1:

Present a critical review of organisational branding and branding strategies and identify key findings that demonstrates the value and importance of successful branding within a business.

Showcase a successful branding management strategy using a variety of research methods and solutions to practice-based issues to demonstrate organisational impact.

Present a reflective practice with critical evaluation of how you have linked theory to practice, and how you have used your knowledge and learning to challenge literature and outcomes.

Assessment 2:

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1-5	Portfolio	2500	100	N/A

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute to classroom learning as a means of developing critical skills, and to strengthen their knowledge and understanding of theory to practice. Lectures will be structured to encourage individual and group activities using real world case studies and live business examples enabling students to develop their collaborative, decision making, judging and evaluating skills, as well as key transferable employability skills. In addition, students will be encouraged to undertake self-directed study and further research on their chose area of study, as well as related topics, to acquire additional perspectives which will provide them with a greater understanding of the business topics within organisations and the wider environment.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

- The role of brand strategy across organisational areas and functions
- Understand how brands are defined and positioned to add value to organisations
- Assess the elements of brand strategy
- Brand Management
- Understand the factors that drive brand identity and success
- Develop a brand plan to deliver the brand strategy
- Brand Metrics

- Apply a range of techniques to manage the resources to deliver the brand plan
- Interpret brand metrics and adapt the brand plan for continuous improvement

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Rosenbaum-Elliott, R., Percy, L. and Pervan, S. (2018) *Strategic brand management*. 4th edition. Oxford, Oxford University Press.

Other indicative reading:

Benbunan, J., Schreier, G. and Knapp, B. (2019) *Disruptive branding. How to win in times of change*. London, Kogan Page.

Glanfield, K. (2018) *Brand transformation: transforming firm performance by disruptive, pragmatic and achievable brand strategy*. Abingdon, Routledge.

Minsky, L. and Geva, I. (2019) *Global brand management*. London, Kogan Page. Keller, K. and Swaminathan, V. (2019) *Strategic brand management: building, measuring, and managing brand equity*. 5th edition. Harlow, Pearson.

Relevant journals and articles

Corporate branding and branding strategies
Organisational design
Organisational Change
Brand management
Organisational and business strategies
Journal of Globalization and Development
Global Business and Economics Review
Corporate Governance: An International Review
Corporate Governance: The International Journal of Business in Society
Corporate Communications: An International Journal
Industrial and Corporate Change
Corporate Social Responsibility and Environmental Management

Administrative Information

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Initial approval date	8 th August 2022
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Version number	2