



Title:	Brand Management APPROVED
Long Title:	Brand Management
Module Code:	MRKT8001
Duration:	1 Semester
Credits:	5
NFQ Level:	Advanced
Field of Study:	Marketing & Advertising
Valid From:	Semester 1 - 2016/17 (September 2016)
Module Delivered in	3 programme(s)
Module Coordinator:	Pio Fenton
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Module Description:	To provide students with working knowledge of the principles and procedures of modern brand management best practice.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Apply the theories, principles and practices of brand management.
LO2	Critically appraise innovative tools and brand management techniques.
LO3	Conduct a detailed brand management strategy.
LO4	Critically analyse the impact of digital on retail brands.
LO5	Critically evaluate what it is that makes the top global brands successful.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named MTU module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Branding Theory, Principles and Concepts

Definitions of branding, analysis of different types of brands including corporate brands, family brands, individual brands and retail brands. The importance of branding to manufacturers, consumers and retailers. Brand development, selection of brand names.

Brand Management Strategy

Designing and implementing brand strategies, managing brands over time, introducing and naming new products and brand extensions, effect of cannibalisation on core brands.

Creating and Sustaining Brand Equity

Customer based brand equity, sources of brand equity, building a strong brand. Branding and corporate reputation. The brand audit.

The Impact of Digital on Brands

Multichannels to omnichannels. Retail brands using digital to transform the shopping experience. Re-imagining the customer journey through a digital lens.

Branding in the International Sphere

The top global brands: Interbrand and BrandZ classifications and methodologies. Managing brands over geographic boundaries and market segments.

Assessment Breakdown

	%
Course Work	40.00%
End of Module Formal Examination	60.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Report and Presentation on Case Study Assignment	1,2,3	40.0	Week 10

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	End-of-Semester Final Examination	1,2,3,4,5	60.0	End-of-Semester

Reassessment Requirement

Repeat examination

Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.

The institute reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Lecture	3.0	Every Week	3.00
Independent Learning	Readings including case-studies	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Lecture	2.0	Every Week	2.00
Independent & Directed Learning (Non-contact)	Readings including case-studies	5.0	Every Week	5.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.00

Module Resources
<i>Recommended Book Resources</i>
<ul style="list-style-type: none"> • Keller, K.L. 2012, <i>Strategic Brand Management</i>, 4th Ed., Pearson Education New Jersey
<i>Supplementary Book Resources</i>
<ul style="list-style-type: none"> • Rosenbaum-Elliott, R., Percy, L. & Pervan, S. 2015, <i>Strategic Brand Management</i>, 3rd Ed., Oxford University Press Oxford • De Chernatony, L., McDonald, M. and Wallace, E. 2011, <i>Creating Powerful Brands</i>, 4th Ed., Routledge Oxford • Roper, S. and Fill, C. 2012, <i>Corporate Reputation - Brand and Communication</i>, Pearson Education Essex • Laforet, S. 2010, <i>Managing Brands - A Contemporary Perspective</i>, McGraw Hill Berkshire • Elliott, R. and Percy, L. 2011, <i>Strategic Brand Management</i>, 2nd Ed., Oxford University Press New York • Wheeler, A. 2012, <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i>, 4th Ed., Wiley United Kingdom
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<ul style="list-style-type: none"> • Journal: <i>Journal of Brand Management</i> • Journal: <i>Journal of Product and Brand Management</i> • Journal: <i>European Journal of Marketing</i> • Journal: <i>Journal of Marketing Management</i> • Website: <i>Interbrand</i> http://www.interbrand.com/best-brands/best-global-brands • Website: <i>Millward Brown</i> http://www.millwardbrown.com/brandz/top-global-brands

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_BBUS_8	<u>Bachelor of Business (Honours)</u>	1	Elective
CR_BMRKT_8	<u>Bachelor of Business (Honours) in Marketing</u>	7	Mandatory
CR_BPRNM_9	<u>Master of Arts in Public Relations with New Media</u>	1	Elective