

Module Title:	Brand Management
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	The case study method will be used throughout this module to apply the learner's brand knowledge to different challenges that arise in the work of a brand manager. Learners will also be required to present, justify and defend their recommendations in class debates on case study work. Brand management decisions will be taught through learners producing a brand plan reflecting customer needs, of a live case company and reflecting on their learning experience. This module will explore the growing movement for brands to become involved in wider societal issues such as environmental, societal and governance.
Module Aim:	The aim of this module is to provide learners with a practical understanding of the theories, roles and application of strategic brand management decisions affecting customer choice. The module explores the creation and management of brands as well as examining brand equity. Digital and global brand management strategies are also explored including digital brand communities and managing iconic global brands.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Gain an understanding of strategic brand management decisions such as brand identities, brand narratives, growing, sustaining and managing brand equity.
LO2	Measure brand performance and design a brand plan with fully justified recommendations to respond to changing customer buyer journeys.
LO3	Critically analyse the impact of digital and globalisation on Brand management strategies.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</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.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Brand Management Strategy

Brand audit process, Brand equity theories, Strategic Branding Decisions, Brand development, Naming brands, Product Brand Extensions, international brands and the top global brands

Strategic Brand Management Decisions

Creating brand identities, brand narratives and storytelling, managing individual and house brands, managing brand extensions, brand reinforcing and revitalisation.

Brand Identity and Positioning

Managing brand identity, Positioning Approaches and Strategies • Adapting to changing customer Markets • Engaging Markets, credibility and Authenticity.

Brand Equity

Growing, sustaining and managing brand equity.

Digital Branding

Understanding the digital brand experience, the consumer decision journey and digital branding, digital brand communities.

Global brands

Factors leading to increased global branding, managing iconic global brands, operating a global brand strategy.

Brand Personality

Aaker's personality Scale: The Antecedents of Brand Personality: Self-Concept

Brand Implementation and control

Budget management, brand and marketing metrics, performance analysis.

Assessment Breakdown

	%
Continuous Assessment	60.00%
End of Module Formal Examination	40.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners will work in pairs and complete a brand plan for a live company using research to problem solve and provide creative solutions to meet customer needs. A poster session will be used to present the group's findings and recommendations. Interim deadline will be incorporated throughout to scaffold learning.	1,2,3	60.00	Week 26

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	No Description	1,2,3	40.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	8	Mandatory