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| 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 |