

<b>Unit Title</b>	Brand Management
<b>Programme(s)/Course</b>	BA Honours Marketing;
<b>Level</b>	6
<b>Semester</b>	2
<b>Ref No:</b>	BBM-6-BRM
<b>Credit Value</b>	20 CAT Points
<b>Student Study hours</b>	Contact hours: 60 Student managed learning hours: 140
<b>Pre-requisite learning</b>	Practical Introduction to Marketing or similar
<b>Co-requisites</b>	None
<b>Excluded combinations</b>	None
<b>Unit Coordinator</b> <b>[Name + e mail address]</b>	Mel Godfrey <a href="mailto:godfrem@lsbu.ac.uk">godfrem@lsbu.ac.uk</a>
<b>Parent Department</b>	Management
<b>Parent Course</b>	BA Marketing
<b>Description</b> <b>[100 words max]</b>	The Brand Management unit provides a strategic and tactical approach to learning and applying the key theories, frameworks and models of current brand marketing to solve management problems. This unit will prepare the student for a career in brand management by using a practical approach for the application of complex theoretical ideas. Students will be assessed with a variety of techniques such as exam, group and individual work, non-verbal presentations and written reports.
<b>JACS Code</b>	
<b>Aims</b>	The broad aim of the unit is to familiarise students with the concepts and practicalities of modern brand management. Emphasis will be placed on the importance of perceptions, attitudes and behavioural loyalty together with financial and other metrics often in an international context. The practical skills required to undertake a brand manager's role will also be stressed.
<b>Learning outcomes</b>	<b>Knowledge and Understanding</b>  1. On completing this unit students should be able to: 2. Understand a variety of theoretical brand management and strategy frameworks. 3. Use their developed knowledge about brand equity theories and

	<p>valuation techniques</p> <ol style="list-style-type: none"> <li>4. Understand Behavioural Brand loyalty</li> <li>5. Comprehend issues surrounding brand communications</li> <li>6. Understand Intellectual Property Rights and the impact upon Brand elements</li> </ol> <p><b>Intellectual Skills</b></p> <ol style="list-style-type: none"> <li>1. On completing this unit students should be able to:</li> <li>2. Apply theories and frameworks to international brand management issues.</li> <li>3. Evaluate and interpret 'every day' common brand data.</li> <li>4. Diagnose the 'sick' brand</li> <li>5. Prescribe measures for brand 'health'</li> </ol> <p><b>Practical Skills</b></p> <ol style="list-style-type: none"> <li>1. On completing this unit students should be able to:</li> <li>2. Design and undertake a brand audit</li> <li>3. Measure brand effectiveness</li> <li>4. Produce a brand plan</li> </ol> <p><b>Transferable Skills</b></p> <ol style="list-style-type: none"> <li>1. On completing this unit students should be able to:</li> <li>2. Work more effectively within groups</li> <li>3. Use numerical processes</li> <li>4. Use IT skills</li> <li>5. Undertake independent information searches</li> <li>6. Professionally present both verbally and non-verbally</li> </ol>
<p><b>Employability</b></p>	<p>This unit is directly vocational to roles in Brand Management for client side organisations. It also offers students opportunities to work in the agency side of marketing such as marketing communications and marketing research by providing them with the in depth knowledge needed to service their clients.</p>
<p><b>Teaching &amp; Learning Pattern</b></p>	<p>In this Unit, emphasis is placed upon interactive methods of teaching. Thus, considerable interaction is encouraged between the students themselves as well as between students and lecturer. This approach embraces a mixture of teaching and learning methods, which include the following activities:</p> <p>4 hour sessions for all students which will be split according to requirements into key-note lectures, seminar, workshop activities and blended learning tools.</p> <p>During the lectures the main body of theory will be taught to the students with opportunity for student interaction.</p> <p>The seminars and workshops will be student led with students'</p>

	<p>learning structured through the use of mini case studies, organised team debating, and discussion surrounding the group project work.</p> <p>A range of blended learning techniques will also be implemented currently using blackboard to further support teaching and learning. These will involve individual exercises and those intended to support group work.</p>
<b>Indicative content</b>	<ol style="list-style-type: none"> <li>1. Defining Brand, evaluating the differences between theoretical definitions;</li> <li>2. Determining the Brand Elements; characterising brands from fmcg to luxury, b2c to b2b</li> <li>3. Theoretical Frameworks of brand structures and brand architecture an an international context</li> <li>4. Brand Equity – global approach</li> <li>5. Financial Brand Value – international consideration</li> <li>6. Deconstructing behavioural brand loyalty</li> <li>7. Brand communications and their situational effectiveness</li> <li>8. Applying marketing science to monitor the Brand – locally and internationally</li> <li>9. Measuring the effectiveness of the Brand Management process</li> <li>10. Understanding Brand Audits</li> <li>11. Intellectual Property Rights and their impact upon Brands</li> <li>12. Working with Agencies.</li> </ol>
<b>Assessment method (Please give details – elements, weightings, sequence of elements, final component)</b>	<p><b>50% Course Work / 50% Exam</b></p> <p>Individual work: 25%</p> <p>Assess the brand strategy of an organisation.</p> <p>Group Work: 25%</p> <p>Analyse, develop and present a brand growth strategy.</p> <p>3 Hour Exam: 50%</p> <p>The exam is a ‘seen’ paper, which assesses ‘deep’ theoretical and applied learning through research and analysis.</p>
<b>Indicative Reading</b>	<p><b>CORE READING:</b></p> <p>Ehrenberg, A (1982) <i>A Primer in Data Reduction</i>. Chichester; Wiley</p> <p>Jacoby, J. &amp; Chestnut (1978) <i>Brand Loyalty</i>. Measurement &amp; Management. New York; Wiley.</p> <p>Kapferer, J, <i>The New Strategic Brand Management</i>, Kogan Page, latest edition</p> <p>OR</p> <p>Keller, K, <i>Strategic Brand Management</i>, Prentice Hall, New Jersey, latest edition.</p> <p>Sharpe, B, (2010) <i>How Brands Grow</i>, Oxford University Press, London</p> <p>Uncles &amp; Goodhardt (2004) Understanding Brand Performance Measures: Using Dirichlet Benchmarks. <i>Journal of Business Research</i>,</p>

	<p>December 2004, 57, 12, p.1307-1325</p> <p><b>OPTIONAL READING:</b></p> <p>Aaker, D A, <u>Building Strong Brands</u>, Free Press, latest edition.</p> <p>Cowley, D, <u>Understanding Brands</u>, Kogan Page, latest edition.</p> <p>De Chernatony, L &amp; McDonald, M, <u>Creating Powerful Brands</u>, Butterworth Heinemann, latest edition.</p> <p>East, R, Wright &amp; Vanhuele ( 2008) <b>Consumer Behaviour</b>. Applications in Marketing. London; Sage Publications.</p> <p>Elliott R &amp; Percy L, (2006) <b>Strategic Brand Management</b>. Oxford University Press.</p> <p>Riezebos, R, <u>Brand Management</u>, Prentice Hall, latest edition.</p> <p>Ind N, <u>Living the Brand</u>, 2001, Kogan Page</p> <p>Lindstom, M &amp; Andersen T, <u>Brand Building on the Internet</u>, Kogan Page UK, 2000</p>
<p><b>Other Learning Resource:</b></p>	<p><b><u>Blackboard site</u></b> : Brand Management</p> <p><b><u>Seminar Packs:</u></b></p> <p><b><u>Journals</u></b></p> <p>The main journals for this unit will be the <b>Journal for Product &amp; Brand Management, European Journal of Innovation Management</b> and <b>International Marketing Review</b> for up to date research and developments in the subject. Other useful journals include:</p> <p>Journal of International Business Studies</p> <p>Marketing Intelligence &amp; Planning</p> <p>Harvard Business Review</p> <p>European Journal of Marketing</p> <p><b>Magazines include:</b></p> <p>Marketing Week</p> <p>Marketing Campaign.</p> <p><b><u>Other Sources:</u></b></p> <p>Students will be required to use worldwide electronic media to collate evidence of International and Global branding and product management from commercial, educational, and 'informational' websites.</p> <p>The specific websites will depend upon the companies chosen within the live case study assessment.</p> <p>The students will be expected to use a range of on-line databases such as Mintel, Nielson and others that are available.</p> <p>Students will be required to use worldwide electronic media to collate evidence of International and Global branding and product management from commercial, educational, and 'informational' websites.</p> <p>The students will be expected to use a range of on-line databases such as</p>

	Intel, DataMonitor Nielson and others that are available.
--	---