London South Bank University

Module Guide

BRANDS, BRANDING AND SOCIAL MEDIA

SEMESTER 2
MONDAY's

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BA (Hons) Creative Advertising with Marketing &
Fashion Promotion with Marketing
2019-20
Level 4

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1.   MODULE DETAILS

Module Title:	Brands, Branding and Social Media
Module Level:	Level 4
Module Reference Number:	**CIN_4_BBS**
Credit Value:	20
Student Study Hours:	200
Contact Hours:	36
Student Managed Learning Hours:	164
Pre-requisite Learning (If applicable):	None
Co-requisite Modules (If applicable):	None
Course(s):	BA (Hons) Creative Advertising with Marketing BA (Hons) Fashion Promotion with Marketing
Year and Semester	Level 4, Semester 2
Module Coordinator:	Emma Randles
Subject Area:	Creative Industries
Summary of Assessment Method:	100% summative assessment (2 pieces of assessment: group pitch and individual work log uploaded to Moodle as single pdf document)

2.   SHORT DESCRIPTION

This module adopts an applied approach to brands, branding and brand communication. Through engagement with key theoretical perspectives on the role of brands in consumers' lives, with specific emphasis on the sociological and psychological, students will then proceed to identify a gap in the market to launch their own brand through social media evidenced by an industry pitch.

3.   AIMS OF THE MODULE

Brands pervade every aspect of our lives and their proliferation has led to the growth of branding as an industry and the increased recognition of their value as significant intangible business assets. This module examines the concept of branding and the central role that brands play within the contemporary advertising and marketing industry. The module will examine what branding means, but it will also analyse the mechanics of branding and the principal factors that are essential to the creation of effective and successful brands.

In this module you will consider the state of branding and promotional culture in the 21st century. You will engage with theories of branding, its history and development, its impact on and contribution to culture, the relationship between branding, promotion and creative approaches. You will then be invited to connect these theoretical insights to the practical challenges of communication in a comprehensive group project that seeks bring a new brand market.

Students will form a brand agency which they will name and design a logo for. The agency will then work on one of the named categories provided to use systematic marketing techniques to bring a new brand to market. Rationale will be provided for the intended success of this new brand in the context of a competitor review and understanding of the target market. The brand will then undergo preliminary package design and be launched via a social media campaign. All ideas will be communicated and assessed via an industry pitch and an accompanying work log.

Through this module students will be introduced to key employability skills including teamwork, conducting primary research, project management and pitching for business.

Examples of contemporary brand agencies for reference:
- Brandhouse
- BrandMe
- Coley Porter Bell
- Futurebrand
- Interbrand
- Pearlfisher
- Wolff Olins

4. LEARNING OUTCOMES

On completion of this module, students will be able to:

- Explore the history and development of branding as a promotional strategy

- Demonstrate insight into contemporary branding issues and opportunities

- Formulate a strategic plan for the development of a new brand

- Gain an initial introduction into logo and package design

- Design a campaign launch via social media

- Work in teams and present your new brand in the form of an industry pitch whilst individually mapping your activities through a work log.

5. ASSESSMENT AND SUBMISSION DETAILS

There is one 100% mark for this module (100% summative assessment). Students will be awarded a group mark for their industry pitch and then the mark will be revised and finalized based on the individual work log which will indicate individual contributions to the assessment.

Your Assessment is in two stages:

STAGE 1: Group Pitch
Students will pitch in their group (brand agency) for 12-15 minutes. The pitch MUST include visual materials in the presentation content and referenced data to support your strategy. The pitch must address the following content but other points may be included:

- roles adopted for the task and identity of brand agency

- competitor review: market intelligence & positioning

- target audience: outline of

- brand name and logo of new launch: rationale for and potential for success

- research undertaken across any facet of the project

- creative strategy behind social media launch

STAGE 2: Individual Submission of your Work Log

As you progress through this project there will be specific tasks that you will undertake as an individual within your team. It is important that you keep a work log that indicates what you have done and how you have gone about doing this. This might be some drawings for the logo; street photography for the social media launch; sketches for the package design; a competitor review. Please document these activities indicating clearly when they were done, a title and description for each contribution relating to how it fits in to the project as a whole and any visual materials.

This will need to be placed into:
    (a) An online digital file (pdf) file that will be uploaded to Moodle at the end of the project.

        Please note: there is no fixed format for the work log. It is all about evidencing your contribution to the brand launch and will provide an opportunity to show elements that you were explicitly tasked with.

You must select one of the following Brand Launches:
- Accessory range for dogs
- Flower delivery service
- Socks
- Glasses and sunglasses cases
- Shampoo for men
- Non-alcoholic cocktail range for sale in supermarkets and bars
- Low sugar snack with an emphasis on energy, taste and portability
- Skin care range with an emphasis on sustainability via its package design: refill and recycle
- A nostalgic return to bars of soap to encourage a move away from plastic dispensers
- Interior paint range to promote wellbeing and mindfulness
- A high quality, high priced chocolate bar that speaks indulgence.

6.   FEEDBACK

Feedback will normally be given to students **15 working days** after the final submission of an assignment or as advised by their module leader.

If for any reason beyond our control (e.g. staff illness or bereavement) feedback cannot be returned within that timeframe, students will be informed by the course director of the fact and be presented with an alternative timeframe.

7.   INTRODUCTION TO STUDYING IN SEMESTER 2

7.1   Main Content

This level 4 module is designed to provide you with the necessary set of transferable skills to enable you to work in a number of promotional settings. Across the 12 weeks you will build the following skill set:

- History and development of branding as a promotional tool
- Successful brand insights and case studies
- Project management skills development to bring own brand to market
- Design of social media campaign to herald launch
- Enhancement of teamwork exercises

7.2   Types of Classes

Depending on the subject matter under consideration, the class will take a variety of forms:

- Lectures
- Screenings
- Ethnography/field work
- Elevator pitching
- Creative content development: brainstorming, testing, revising

7.3   Importance of Student Self-Managed Learning Time

The importance of self-managed learning cannot be under-estimated. You will be expected to undertake individual work, or work independently in your group. You will also be expected to undertake study (e.g. reading books and articles) and prepare tasks for forthcoming sessions.

7.4   Employability

Students will develop the ability to identify the potential for a new brand and execute its launch via social media. They will develop the team working skills required to work in any areas of promotional culture and gain insight as to what is required when pitching for business.

8.   THE SEMESTER 2 PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Session Breakdown – Semester 2

DATE (Monday's)	LECTURE CONTENT, WORKSHOP ACTIVITY and CORE READING
Week 1 (with Helen Powell)	**Lecture**: **Introduction to the module** In this introductory lecture, we will explore the history behind branding and begin to understand its role as a primary driver of consumer choice. Through the postmodern project of identity construction we will seek to position branding at the heart of consumer behaviour and consumer aspiration, defining who we think we are or who we would like to be. **Workshop**: What does branding mean to me? **Reading:** *Most Contagious Report 2018* (pdf: Moodle)
Week 2	**Lecture:** Introduction to Branding and Brand Agencies Here we will spend time outlining the assessment task and examining how it aligns with industry practice. In particular we will

	examine the specific work that brand agencies carry out with reference to: • naming • brand positioning • brand identity • design of brand visual identity (logo) • packaging design • brand communications These 6 elements will form the key criteria for the pitch and the assessment task as a whole. **Workshop:** **Forming a brand agency.** Early teamwork skills will need to be employed here around naming your agency and designing a logo. We will examine techniques practised in the agency around holding on to and letting go of ideas. **Reading:** The following will give you an insight into the challenges of launching a brand: Kendall, N. (2017) 'How to launch a new brand', Warc Best Practice Paper, May. (Moodle) WARC Best Practice Paper (2018), 'What we know about brand identity and image', January. (Moodle) **And** https://www.designcouncil.org.uk/news-opinion/power-branding
Week 3	**Lecture:** Thinking of your gap in the market and the role of brand positioning **Workshop:** Deciding on which market sector you will undertake a brand launch in and begin to conduct a competitor review **Reading:** N.Dawar and C.K.Bagga (2015) 'A Better Way to Map Brand Strategy', *Harvard Business Review*, June 2015. (Moodle) **And** WARC Infographic: Brand Positioning (Moodle) **You may also wish to read:** Chapters 3 and 4 in J.K. Johansson and K.A. Carlson (2015) *Contemporary Brand Management*. London: Sage. [658.827 JOH]
Week 4	**Visit:** Group visit to the Museum of Brands Be ready to take photos and draw sketches - you will need to document this visit in your work log.

Week 5	**Lecture:** How Brand values translate into design. Crafting your brand. Exploring consumer profiling and identifying which consumer groups you will be targetting. **Workshop:** What does your brand stand for? What will your brand values be? Who is your consumer?
Week 6	**Visit:** Here we will visit Tate Modern for a feast of inspiration to enhance our thoughts on our brand and package design. What will stimulate your imagination? Be ready to take photos and draw sketches - you will need to document this visit in your work log. Prepare a 3 minute presentation in your groups to present next week at your Formative Assessment.
Week 7	**Lecture:** Introduction to Package Design **Formative Assessment** See schedule for times - you will be practicing peer feedback here too.
Week 8	**Lecture:** Pitching for Business Here we will explore the role of pitching in agency life and run through the assessment criteria – any questions, now is the time to ask. **Workshop:** Elevator pitching – putting theory into practice **Reading:** Theo Theobald (2016) *Develop Your Presentation Skills*. London: Kogan Page. [Available as **ebook** and accessible at 658.452 THE]

Week 9	**Lecture:** How are brands using social media to develop their identities and form connections with target audiences?
	Workshop: Planning your social media strategy – How will you launch your brand?
	Reading: Taylor, D. (2017) 'Rebooting brand strategy for the digital age', *Market Leader* (Q1). (Moodle)
	And/Or: Chapter 1: The Horizontal Revolution in T. L. Tuten and M. R. Solomon (2015) *Social Media Marketing* (2nd edition). London: Sage.
(Easter) **Week 11**	**Lecture:** final weeks - recap and refresh any areas of concern **Workshop:** what still needs to be done? Finalising ideas and pulling your work together in this working session. Practice presentations - dry run of your presentation to allow time for any tweaks before your final pitch
Week 12	**Brand Pitch: SUMMATIVE ASSESSMENT WEEK** Each agency will be given a slot to present their work. Please ensure that you turn up on time as this is a summative assessment point.
Week 13	**WRITTEN SUMMATIVE ASSESSMENT SUBMISSION** You will need to upload your individual work log in a single pdf file to Turnitin / Moodle.

9. LEARNING RESOURCES

Please note that the module guide, lecture presentations and other supporting materials will be available on Moodle.

Indicative Reading:

Danesi, M. (2006) *Brands*. London: Routledge. [658.827 DAN].

Johansson, K. and K.A. Carlson (2015) *Contemporary Brand Management*. London: Sage. [658.827 JOH]

Moor, L. (2007) *The Rise of Brands*, Oxford: Berg. [658.827 MOO].

Olins, W. (2003) *On Brand*. London: Thames & Hudson. [658.827 OLI]

KEY RESOURCES:

Campaign (industry paper for advertising) at https://www.campaignlive.co.uk/

Marketing Week (industry paper for marketing at https://www.marketingweek.com

The Drum (advertising, design and marketing online trade paper) at: https://www.thedrum.com/

WARC: Hundreds of current articles and practice papers on branding

WARC (The World Advertising Research Council) is a database of articles and briefing papers on advertising with sub-sections on branding. It is an extensive resource and can be accessed via the database section of the library catalogue.

Remember: when referencing WARC you have to put the author and date of the article. Just putting WARC is not enough. Reference WARC briefings with the author and year in your essays (Young, 2011) and then in your bibliography reference as follows:

Young, L. (2011) 'How to Use Brand Positioning', *Warc Best Practice Papers*, July. (accessed at: www.warc.com, 7/01/2013)