

**London South Bank**  
University

Module Guide

**BRANDS, BRANDING AND  
SOCIAL MEDIA**

**SEMESTER 2  
WEDNESDAY 10-1  
ROOM: K304**



BA (Hons) Creative Advertising with Marketing  
2017-18  
Level 4

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## 1. MODULE DETAILS

<b>Module Title:</b>	Brands, Branding and Social Media
<b>Module Level:</b>	Level 4
<b>Module Reference Number:</b>	<b>CIN_4_BBS</b>
<b>Credit Value:</b>	20
<b>Student Study Hours:</b>	200
<b>Contact Hours:</b>	36
<b>Student Managed Learning Hours:</b>	164
<b>Pre-requisite Learning (If applicable):</b>	None
<b>Co-requisite Modules (If applicable):</b>	None
<b>Course(s):</b>	BA (Hons) Creative Advertising with Marketing
<b>Year and Semester</b>	Level 4, Semester 2
<b>Module Coordinator:</b>	Dr. Helen Powell
<b>MC Contact Details:</b>	Powellh4@lsbu.ac.uk
<b>Subject Area:</b>	Creative Industries
<b>Summary of Assessment Method:</b>	100% summative assessment

## 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 assets. This module examines the concept of branding and the central role that brands play within the contemporary advertising industry. The module will examine what branding means, but it will also analyze 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 project that can be used in the development of your own advertising portfolio which you will build upon throughout your Creative Advertising degree here at LSBU. Students will work in groups to identify a new brand potential and launch through social media. In so doing students will be introduced to key employability skills including teamwork, conducting primary research, project management and pitching for business.

## 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
- Design a campaign launch via social media
- Work in teams and present your new brand in the form of an industry pitch

## 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 written submission and inclusion of pitch slides. All work is marked and moderated by a second marker.

**Your Assessment is in two stages:**

### **STAGE 1: Group Pitch**

Students will pitch in their group (mini-agency) for 10-12 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 named advertising agency
- competitor review- market intelligence & positioning
- target audience
- brand name and logo – rationale for
- research undertaken across any facet of the project
- creative strategy behind social media launch

### **STAGE 2: Individual Submission of your Reflective Analysis (1,000 words)**

Students will submit via Turnitin a written critical reflection which outlines the strengths and weaknesses of the finished concept in meeting the aims of the brief. Students will be expected to include referencing and a short bibliography in this response. Students will also include a copy of their pitch slides.

## 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. They will learn the importance of self-promotion and develop the tools to begin to create their own self-brand.

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

### Session Breakdown – Semester 2

**ALL TEACHING WILL TAKE PLACE IN ROOM K304 on a Wednesday  
from 10-1pm**

<p><b>DATE</b> <b>(Wednesday)</b></p> <p><b>10-1</b> <b>ROOM: K-304</b></p>	<p><b>LECTURE CONTENT, WORKSHOP ACTIVITY and CORE READING</b></p>
<p><b>Week 1</b> <b>31/1</b></p>	<p><b>Lecture: Introduction to the module.</b> Here we will explore what it is like to work in an advertising agency and the kinds of roles that are adopted in order that project management may be effectively accomplished.</p> <p>We will conduct a skills profiling activity so that you may reflect on which role in this agency you may wish to adopt for assessment purposes.</p> <p><b>Workshop:</b> Review of the assessment task and the establishment of agencies and roles. Devise a name for your agency. We will close with a draw that will determine the market sector in which you will be launching your new brand.</p> <p><b>Reading:</b> You should have read the 3 introductory readings sent out in the vacation. These are: Kendall, N. (2017) 'How to launch a new brand', Warc Best Practice Paper, May. Accessed at: <a href="http://www.warc.com">www.warc.com</a></p> <p>Taylor, D. (2017) 'Rebooting a brand for the digital age', Market Leader, Q1. Accessed at: <a href="http://www.warc.com">www.warc.com</a></p> <p>WARC Best Practice Paper (2018), 'What we know about brand identity and image', January. Accessed at: <a href="http://www.warc.com">www.warc.com</a>.</p> <p>ALL READING MATERIALS ARE AVAILABLE VIA LINKS ON THE MOODLE SITE</p>
<p><b>Week 2</b> <b>07/02</b></p>	<p><b>Lecture:</b> What is a brand? Here we will explore the history of branding and why brands matter in promotional culture.</p> <p><b>Workshop:</b> Brainstorming creative workshop. Capture all your initial ideas for your new brand. What form might it take? What could it look like in terms of packaging? Why would someone buy it?</p> <p><b>Reading:</b> Liz Moor (2007) <i>The Rise of Brands</i>, Oxford: Berg. <a href="#">[658.827 MOO]</a>. Chapter 1 only: The Rise of Brands.</p> <p><b>OR:</b></p>

	<p>Marcel Danesi (2006) <i>Brands</i>. London: Routledge. [658.827 DAN]. Chapter 2 only: From product to brand.</p> <p><b>OR:</b> Wally Olins (2003) <i>On Brand</i>. London: Thames &amp; Hudson. [658.827 OLI] Chapter 3 only: Where brands came from and what happened when they grew up.</p> <p><b>INDEPENDENT STUDY EXERCISE: BY NEXT WEEK YOU MUST ALL INDEPENDENTLY VISIT A SUPERMARKET AND STUDY THE SECTION IN WHICH YOUR PRODUCT IS BASED. TAKE NOTE OF THE FOLLOWING – BUT DO NOT INTERVENE. JUST OBSERVE:</b></p> <ul style="list-style-type: none"> <li>• PRODUCT RANGE</li> <li>• PRICE RANGE</li> <li>• PACKAGING</li> <li>• HOW LONG CONSUMERS SPEND CHOOING FROM THIS SECTION</li> <li>• PROFILE OF CONSUMERS</li> <li>• ANYTHING OF NOTE THAT CATCHES YOUR EYE</li> </ul>
<p><b>Week 3</b> <b>14/02</b></p>	<p><b>Lecture:</b> The challenges of launching a new brand and the role of brand positioning</p> <p><b>Workshop:</b> Conducting a competitor review and positioning your brand based on your research findings.</p> <p><b>Reading:</b> Chapters 3 and 4 in J.K. Johansson and K.A. Carlson (2015) <i>Contemporary Brand Management</i>. London: Sage. [658.827 JOH]</p>
<p><b>Week 4</b> <b>21/02</b></p>	<p><b>Lecture:</b> The role of research in the client/agency relationship Why do we need facts and data to back up our ideas? Why is creativity alone never enough in selling ideas to clients?</p> <p><b>Workshop:</b> Brand name and logo design and initial ideas around packaging</p> <p><b>Reading:</b> Byron Sharp (2010) Chapter 6: Who do your really compete with? In <i>How Brands Grow?</i> Australia: Oxford. [658.827 SHA]</p>
<p><b>Week 5</b> <b>28/02</b></p>	<p><b>Lecture:</b> Branding and the Consumer I What do consumers want from brands in the context of contemporary culture?</p> <p><b>Workshop:</b> Understanding target audiences</p> <p><b>Reading:</b> Helen Powell and Katy Parsons (2018) Chapter 9: Waving not Drowning: Understanding consumers in the age of big data in J.Hardy, H.Powell and I.MacRury (eds) (2018) <i>The Advertising Handbook</i>. Abingdon: Routledge.</p>
<p><b>Week 6</b></p>	<p><b>Lecture:</b> Branding and the Consumer II</p>

<p><b>07/03</b></p>	<p>Choice: How do consumers choose? The role of nudge, the unconscious and the science of persuasion  <b>Workshop:</b> Putting nudge in practice</p> <p><b>Reading:</b> Jenni Romaniuk and Byron Sharp (2016) chapter 4: Building Mental Availability in <i>How Brands Grow: Part 2</i>, Australia: Oxford. [658.827 ROM]</p>
<p><b>Week 7 14/03</b></p>	<p><b>Lecture:</b> Self-Branding in the age of the attention economy. The rise of digital culture has seen the turn towards self promotion. In this context we will explore what it means to present the self as brand and the consequences this has for identity construction.</p> <p><b>Workshop:</b> How would you promote yourself as a brand? Potentials and Pitfalls</p> <p><b>Reading:</b> Elizabeth Seagran (2014) 'The Authentic Person's Guide to Self-Branding', Fastcompany. Accessed at: <a href="http://www.fastcompany.com">www.fastcompany.com</a>.</p>
<p><b>Week 8 21/03</b></p>	<p><b>Lecture:</b> Pitching for Business  Here we will explore the role of pitching in agency life and look at some examples.</p> <p><b>Workshop:</b> Elevator pitching – putting theory into practice</p> <p><b>Reading:</b> Theo Theobald (2016) <i>Develop Your Presentation Skills</i>. London: Kogan Page. [Available as ebook and accessible at <a href="#">658.452 THE</a>]</p> <p>Also take a look at the following ebook – dip in and out depending on what catches your eye.  Angela Hatton (2007) <i>The Definitive Business Pitch</i>. New York: Prentice Hall.</p>
<p><b>EASTER VACATION</b></p>	
<p><b>Week 9 16/04</b></p>	<p><b>Lecture:</b> Branding in the Digital Age I  How are brands using social media to develop their identities and form connections with target audiences?</p> <p><b>Workshop:</b> Planning your social media strategy – How will you launch your brand?</p> <p><b>Reading:</b> Chapter 1: The Horizontal Revolution in T. L. Tuten and M. R. Solomon (2015) <i>Social Media Marketing</i> (2<sup>nd</sup> edition). London: Sage.</p>
<p><b>Week 10 25/04</b></p>	<p><b>Lecture:</b> Branding in the Digital Age II</p> <p>Here we will explore case studies of social media strategies and evaluate effectiveness. In particular we will consider concepts such as brand communities, participation, social entertainment and engagement.</p> <p><b>Workshop:</b> Finalising your media strategy</p>

	<b>Reading:</b> Chapter 2: Social Media Marketing Strategy in T. L. Tuten and M. R. Solomon (2015) <i>Social Media Marketing</i> (2 <sup>nd</sup> edition). London: Sage [658.872. TUT]
<b>Week 11</b> <b>02/05</b>	<b>Pitch dry run:</b> The role of critical reflection and feedback
<b>Week 12</b> <b>09/05</b>	<b>Brand Pitch: ASSESSMENT WEEK</b>  Each agency will be given a slot to present their work. Please ensure that you turn up on time and wait outside the room to be called in.
<b>WEEK 13</b> <b>16/05</b> <b>3pm Turnitin Deadline</b>	<b>WRITTEN ASSESSMENT SUBMISSION</b>  You will need to upload your written brand critical reflection and copy of slides to Turnitin based on the assessment criteria shown on Moodle and discussed in class.

## 9. LEARNING RESOURCES

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

### KEY RESOURCE:

#### 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](http://www.warc.com), 7/01/2013)

If the source you are using is an article on WARC, then in the text you use author and year (Bulla, 2012) and then in your bibliography:

Bulla, B. (2012) 'Crowdsourcing: Crowd Control', *Admap*, July/August. (accessed at: [www.warc.com](http://www.warc.com), 7/1/2013)