Module Title	Managing Products & Brands
Course Title	BSc (Hons) Marketing with Digital
	BA (Hons) Marketing with Advertising & Digital Communications
	BSc (Hons) Digital Marketing (Digital Marketer Degree Apprenticeship)
	BA (Hons) Business Management Program
School	☐ ASC ☐ ACI ☐ BEA ☒ BUS ☐ ENG ☐ HSC ☐ LSS
Division	Management, Marketing & People
Parent Course **(if applicable)**	
Level	6
Semester	1,2 & 3 (Summer)
Module Code *(showing level)*	MMP_6_MPB
JACS Code (completed by the QA)	
Credit Value	20 credit points
Student Study Hours	Contact hours: 60
	Student managed learning hours: 140
	Placement hours: 0
Pre-requisite Learning	None
Co-requisites	
Excluded combinations	
Module co-ordinator	TBC
Short Description **(max. 100 words)**	The Product and Brand Management module provides a strategic and tactical approach to learning and applying the key theories, frameworks and models related to product lifecycle analysis, product development, brand creation and brand management. Managing a healthy portfolio of products and brands is essential to corporate success and students will learn how to apply key theories, frameworks and data to a variety of contexts including online product and brand management, services management and B2B.
Aims	*The module aims to:* • enable students to analyse and audit product and brand portfolios • provide students with the tools and techniques necessary for the application of key theory related to product and brand development and management • enable students to make strategic decisions relating to new product development, brand creation and portfolio management
Learning Outcomes	*On completion of this module students should be able to:* • articulate and define a variety of conflicting theoretical product and brand frameworks as well as apply appropriate frameworks in a real marketing context • diagnose product and brand portfolio health using a variety of tools, techniques and data

	• research, synthesise and apply relevant market data to critically analyse the market environment • develop and justify new products and brands within an existing portfolio including online only products and services.
Employability	An understanding of the product lifecycle, product portfolio management and new product development is an essential skill to any marketeer particularly in relation to online products and services. Brand management is a standalone role within many organisations and completion of this module will prepare students for a client-side career within large FMCG companies, services organisations and the public sector as well as many agency side roles. Both product and brand management are essential skills necessary for students seeking employment in a marketing role in smaller or more generalist organisations.
Teaching and learning pattern	Contact hours includes the following: (please click on the checkboxes as appropriate) √ Lectures ☒ Group Work: ☒ Seminars ☐ Tutorial: ☐ Laboratory ☐ Workshops ☐ Practical ☒ VLE Activities
Indicative content	Product management frameworks The product lifecycle New product development Developing and managing online products Product portfolio management Brand management frameworks Introducing a sub brand Consumer based brand equity Financial brand valuation Designing and developing an online brand Brand portfolio management Brand architecture Measuring and monitoring brands
Assessment method (Please give details – of components, weightings, sequence of components, final component)	Formative assessment: Group assessment based on SC1 Individual debate based on SC2 Summative assessment: 100% coursework: SC1: Individual product & Brand Creation Report (50%) SC2: Academic Essay (50%)
Mode of resit assessment (if applicable)	Summative assessment: 100% coursework: SC1: Product and Brand Creation Report (50%) SC2: Academic Essay (50%)

Indicative Sources *(Reading lists)*	Core materials: 1. Baker, M and Hart, S (2015) *Product Strategy & Management*, 2nd Ed. Pearson 2. Keller, K (2020), *Strategic Brand Management*, 5th Ed. Pearson Optional reading: 1. Rosenbaum-Elliot, R and Percy L (2018) *Strategic Brand Management*, Oxford Press 2. Cagan, M (2018), *How to Create Tech Products Customers Love,* Wiley 3. Wheeler, H (2017), *Designing Brand Identity,* 4th Ed, Wiley
Other Learning Resources	Mintel Euromonitor FT.com Journal of Product & Brand Management WARC Lynda.com Campaign Marketing Week PR Week