

# Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

## MODULE SPECIFICATION

### KEY FACTS

Module name	Branding and Communications
Module code	BM2204
School	Cass Business School
Department or equivalent	Undergraduate Programme
UK credits	15
ECTS	7.5
Level	5

### MODULE SUMMARY

#### Module outline and aims

This module extends fundamentals of marketing from the first year by providing a deeper understanding of brands and market communications. You will learn cutting edge knowledge about how brands are developed and how they affect the messages given to consumers.

Brands are the essence of a company and/or product offering and provide the basis for all tactical marketing planning decisions, such as pricing, distribution, and promotion. This course provides a theoretical basis for brands, how they work, and how to study and nurture them - because in digital times, brands cannot really be "managed" (even though our course title suggests so). You will take on practical branding challenges and learn the most relevant approaches for market analysis, branding strategy, agency relations, media planning, and communication effectiveness measurement.

# Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

## Content outline

Key concepts discussed are:

- The concept of brands
- Nurturing brands
- Developing a branding strategy
- The concept of advertising
- Agency relations
- Media planning
- Effectiveness measurement
- Critical perspectives
- Group project work

To enhance your learning experience modules are designed to reflect contemporary issues in the business and financial world. As such, a degree of flexibility is expected in the exact content in terms of scope and coverage to ensure relevance to current circumstances.

## Pre-requisites

BM1103 Fundamentals of Marketing

## **WHAT WILL I BE EXPECTED TO ACHIEVE?**

**On successful completion of this module, you will be expected to be able to:**

### Knowledge and understanding:

- Explain what brands are, how they are built, and why they matter to companies consumers and society at large.

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

- Be able to account for the relevance and discuss the key elements of a branding strategy.
- Evaluate the importance of advertising in implementing a branding strategy and achieving a clear and favourable position in the market.
- Critically evaluate an advertising campaign against given objectives.
- Discuss the basics of branding research

### Skills:

- Study a company's brand within its relevant market context and assess its advertising activities.
- Analyse relevant customer, competitor, and cultural data to develop a branding and advertising strategy
- Plan media distribution and expenditures and cooperate effectively with agencies to implement your strategy
- Choose suitable methods for assessing the success of advertising campaigns.
- Discuss and use research papers on branding in academic debate

### Values and attitudes:

- Recognize the social impact of brands being at the heart of all business activity and marketing communications decisions.
- Contribute to team work fairly and responsibly.
- Appreciate ethical issues as they relate to both the subject matter and the wider business world.

### **HOW WILL I LEARN?**

A variety of learning and teaching methods will be used in this course.

Lectures are used to introduce context, concepts and techniques illustrated with practical and current examples. You will also participate in class discussions and work through examples and exercises with the support of the lecturer. It is strongly recommended that you attend ALL lectures. Textbooks will be supplemented with a number of academic papers from top journals. The aim is to apply and further develop the skills learned from Critical Thinking in Year one in a branding context.

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

Key learning and teaching resources will be put on the module website on Moodle.

In the independent study time you are encouraged to read widely and in depth around particular topics in preparation for lectures. You may also spend time working through sample exercises and questions. In addition, you will be preparing and undertaking your coursework assignments and preparing for your final examination.

*Teaching pattern:*

Teaching component	Teaching type	Contact hours (scheduled)	Self-directed study hours (independent)	Placement hours	Total student learning hours
Lecture	Lecture	22	128		150
Totals		22	128		150

### WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

#### Assessments

This module is assessed by Coursework and Examination.

Coursework will be in the form of a literature review on a branding or advertising topic (e.g. 'nostalgia and branding' or 'culture and advertising'). Students will work together in groups. Each group must use google scholar and library services to identify and retrieve three academic papers on their topic, then write up a 5-page critical discussion of their chosen articles. A

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

presentation is prepared that creatively exemplifies or applies the topic. This course work is preparatory for the final year project, which must contain a literature review.

At the end of the module you will sit one final 135 minute exam during the University exam period.

*Assessment pattern:*

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Group Presentation	Oral assessment and presentation	30%	0	N/A
Final Exam	Written exam	70%	0	N/A

### Assessment criteria

Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

### Feedback on assessment

Following an assessment, you will be given your marks and feedback in line with the University's Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

### Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

### **INDICATIVE READING LIST**

Aaker, J.L. (1997), "Dimensions of Brand Personality," *Journal of Marketing Research*, 34 (3), 347–56

Armstrong, S.J. (2010). *Persuasive Advertising. Evidence-based Principles*, Palgrave Mcmillan: New York.

Baron, R. and J. Sissors (2010). *Advertising Media Planning*, 7<sup>th</sup> ed., McGraw-Hill: USA.

Fournier, S. (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (4), 343-73.

Gardner, B.B. and S.J.Levy (1955), "The Product and the Brand," *Harvard Business Review*, 33, 33-39.

Holt, D. B. and D. Cameron (2010). *Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands*, Oxford University Press: Oxford, UK.

Kapferer, J.-N. (2012). *The New Strategic Brand Management*, 5<sup>th</sup>ed., Kogan Page: London.

Keller, K.L. and D.R. Lehman (2003), "How Do Brands Create Value?" *Marketing Management*, June, 27-31.

Keller, K. L. (2010), "The New Branding Imperatives: Insights for the New Marketing Realities," *MSI Fast Forward Series*, 1-19.



## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

Louro, M.J. and P.V. Cunha (2001), "Brand Management Paradigms," *Journal of Marketing Management*, 17, 849-875.

Luedicke, M.K., C.J. Thompson and M. Giesler (2010), "Consumer Identity Work as Moral Protagonism: How Myth and Ideology Animate a Brand-Mediated Moral Conflict," *Journal of Consumer Research*, 36 (6), 1016-32.

Version: 2.0

Version date: February 2019

For use from: 2019-20