

MODULE DESCRIPTOR

Module Title

Digital Branding

Reference	CB2003	Version	2
Created	February 2024	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

The aim of this module is to develop the students' knowledge and understanding of the concepts and principles of digital brand management with a focus on its application to relevant digital technologies. Consideration to the role of digital branding on sustainable brand practice will also be explored.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Define the concept of digital branding, outlining key business benefits.
- 2 Define and understand the influence of digital branding on consumer decision making.
- 3 Evaluate commonly used digital brand management strategies.
- 4 Demonstrate an insight into contemporary digital branding issues and opportunities within both product and service industries.

Indicative Module Content

The module covers a range of relevant elements including; Defining Digital Branding; Brand Equity; Brand Image; Brand Identity; Generic Dimensions of Brands; Digital Brand Management Rationale and Strategic Approaches; Building the Brand: Positioning, Communication, Reputation and Loyalty; Luxury Branding; Technological and sustainable evolution of digital branding and Consumer Decision Making. This module aligns with United Nations Sustainable Development Goal 12: Responsible Consumption and Production. It engages students with UNESCO's Education for Sustainable Development Systems Thinking and Future Thinking competencies in terms of recognising and understanding the relationships between consumption and digital branding, and evaluating these against contemporary examples.

Module Delivery

This module will be delivered by a combination of formal lectures and tutorials. The tutorial sessions will allow for interactive discussion of key lecture points. The module will involve an element of private study. However, in addition to this, some directed reading and independent research activities will be highlighted during the lecture sessions. This will assist the students in building their own "bank" of research.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	34	N/A
Non-Contact Hours	116	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Presentation				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 DE CHERNATONY, L. and MCDONALD, M.H.B., 2011. *Creating powerful brands*. 4th ed. Oxford: Butterworth Heinemann.
- 2 KAPFERER, J.N., 2008. *The new strategic brand management: creating and sustaining brand equity long term*. 4th ed. London: Kogan Page.
- 3 KELLER, K-L, APERIA, T. and GEORGSON, M., 2012. *Strategic brand management: a European perspective*. 2nd ed. Harlow: Pearson Education.
- 4 Journals:
Journal of Brand Management
Service Industries Journal