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## MODULE DESCRIPTOR

### Module Title

Brand Management

Reference	CB2277	Version	1
Created	January 2020	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	June 2018	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 brand management, and their application to relevant service industries.

### Learning Outcomes for Module

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

- 1 Define the concept of branding, outlining key business benefits.
- 2 Define and understand the influence of branding on consumer decision making.
- 3 Evaluate commonly used brand management strategies.
- 4 Demonstrate an insight into contemporary branding issues and opportunities.
- 5 Apply branding theories to relevant service brands.

### Indicative Module Content

Defining Branding; Brand Equity; Brand Image; Brand Identity; Generic Dimensions of Brands; Principles of Services Branding; Brand Management Rationale and Strategic Approaches; Building the Brand: Positioning, Communication, Reputation and Loyalty; Stretching the Brand; Contemporary Aspects; Luxury Branding; Branding and Consumer Decision Making.

### 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	34
Non-Contact Hours	116	116
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<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, 5
Description:	Individual Time-limited Assessment				

**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:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	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*