MODULE DESCRIPTOR

Module Title

International Branding

Reference	CBM149	Version	2
Created	February 2024	SCQF Level	SCQF 11
Approved	July 2019	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

The aim of this module is to provide the student with an in-depth understanding and appreciation of the crucial role which branding plays in marketing and not-for-profit organisations, both domestically and internationally.

Learning Outcomes for Module

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

1	Critically evaluate the role of branding in a variety of different organisations - commercial and not-for-profit, in the domestic and international environment.
2	Analyse the issues in consumer behaviour relating to brand purchases and brand image creation.
3	Critically evaluate the role of the marketing mix and other marketing concepts in brand development.
4	Critically analyse branding strategies and the management of a brand over time and evaluate differing options for creating, sustaining and measuring brand equity.

Indicative Module Content

The module covers the following topic areas: 1) evolution of branding, key definitions, terms and role, 2) brand dimensions and elements, 3) brand image and identity, 4)secondary brand associations, 5) international targeting and positioning, 6) extensions and co-branding in an international setting, 7) brand equity and brand measurement, 8) international brand management and strategies. All the above are considered in line with the changing global business context, whilst addressing the need for both digital integration and appreciation of ethical, sustainable and social issues. It engages with UNESCO's education for Sustainable Development Normative, Strategic, and Integrated Problem-Solving Competencies, allowing students to develop the ability to understand and reflect on the norms and values that underlie business actions and strategic decisions relating to the development of successful new brands in a global setting.

Module Delivery

The module is delivered in taught mode by lectures, tutorials and directed self-study. Distance learning mode - the module is delivered by self-directed learning from web-based learning materials and online tutor support.

Indicative Student Workload	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	150
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
Actual Placement hours for professional, statutory or regulatory body		

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 Written 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:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	5The 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 in addition to course entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1 KAPFERER, J.N., 2012. *The new strategic brand management: advanced insights and strategic thinking.* 5th ed. London: Kogan Page. *ebook*

2 DE CHERNATONY, L., MCDONALD, M. AND WALLACE, E., 2011. *Creating powerful brands*. 4th ed. Amsterdam; Boston: Butterworth-Heinemann. *ebook*

3 DE CHERNATONY, L., 2010. *From brand vision to brand evaluation the strategic process of growing and strengthening brands*. 3rd ed. Amsterdam; Boston: Butterworth-Heinemann. *ebook*

4 KELLER, K.L., APERIA, T. and GEORGSON, M., 2012. *Strategic brand management: a European perspective.* 2nd ed. Harlow, England: Prentice Hall Financial Times. *ebook*

5 KELLER, K.L., and SWAMINATHAN, V., 2019 *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson: London.