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## MODULE DESCRIPTOR

### Module Title

Consumer Branding

Reference	CBM183	Version	1
Created	June 2017	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended		ECTS Points	7.5

### Aims of Module

The aim of this module is to provide students with in-depth knowledge of consumer processes, and understand how these influence branding decisions in a domestic and international context.

### Learning Outcomes for Module

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

- 1 Critically evaluate the adoption of Psychology, Sociology and Social Psychology theories in relation to consumption and branding
- 2 Critically evaluate the role of branding in a variety of different organisations - commercial and not-for-profit, in the domestic and international environment
- 3 Examine different perceptions of the brand and the contribution of the brand in achieving competitive advantage
- 4 Evaluate the nature of the brand-consumer exchange

### Indicative Module Content

Consumption; Consumerism; Self Identity; Buying Behaviour models; Shopper Typologies; Involvement; Rebel Consumers; Experiential marketing and consumption; Choice; Conspicuous consumption; Signalling strategies; Information Asymmetry; Postmodernism; Symbolic consumption; Ethical consumerism; Subcultural Consumption and Tribes. Evolution of branding; definitions, terms and role; brand dimensions; CBBE; image and identity; secondary brand associations; mix, targeting, positioning and branding; extensions; co-branding; brand equity; brand measurement; brand management; strategies; legal protection of brands; counterfeiting; corporate, line, family, individual and global brands and strategy.

### Module Delivery

Theoretical underpinning is delivered in lectures, supplemented by directed reading from key texts and academic journal papers. Knowledge is applied during interactive tutorial/workshop exercises.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	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 module is assessed by one component

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	70% or above
<b>B</b>	60% - 69%
<b>C</b>	50% - 59%
<b>D</b>	40% - 49%
<b>E</b>	35% - 39%
<b>F</b>	0% - 34%
<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 SETHNA, Z. and BLYTHE, J. 2016. *Consumer Behaviour*. 3rd Edition. Los Angeles, SAGE
- 2 KELLER, K.L., APERIA, T. and GEORGSON, M. 2012. *Strategic Brand Management*. 2nd Edition. Harlow, Prentice Hall