

MODULE DESCRIPTOR

Module Title

Global Brand Management

Reference	CBM213	Version	2
Created	May 2023	SCQF Level	SCQF 11
Approved	June 2020	SCQF Points	15
Amended	July 2023	ECTS Points	7.5

Aims of Module

The aim of this module is to provide students with advanced knowledge of global brand management strategy and apply the principles of brand management in an international context.

Learning Outcomes for Module

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

- 1 Analyse and discuss the internationalisation process in the context of brand management.
- 2 Critically evaluate key theoretical and industry brand management concepts relating to the implementation of a global brand management strategy
- 3 Appraise and discuss the activities associated with effective brand management when operating in diverse cultures and markets globally.
- 4 Examine and evaluate the success criteria for global brands.

Indicative Module Content

Globalisation processes; Mechanism of Internationalisation; Global Marketing Environment - Social and Cultural Environment; Political and Legal Environment; Technological Environment; Financial Environment; Defining Branding; Brand Equity; Brand Image; Brand Identity; Brand Dimensions; Principles of Service Branding; Brand Management Rationale and Strategic Approaches; Building the Brand: Positioning, Communication, Reputation and Loyalty; Global Marketing Information System; Global Marketing Research; Global Marketing Programmes and Global Brand Strategy; Global Branding Organisation and Control; The Global Brand Value Chain; Brand Measurement.

Module Delivery

The module is delivered through a series of lectures and interactive teaching sessions. Students will appraise and apply theory to relevant industries examples and case studies.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	18
Non-Contact Hours	114	132
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
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	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.

ADDITIONAL NOTES

The Library offers access to a host of international and global marketing journals and on-line resources. The Library provides a wide range of books to support your studies. It is our policy to provide these in electronic format wherever possible so that you can use these across the internet at your own convenience and they are more easily accessible to a wide range of people at the time they are required. However, institutional access differs from any access you would expect if you were to buy your own copy of the book: in effect, you 'borrow' these eBooks from the Library in a similar way to borrowing paper books. These eBooks are provided across a number of different platforms, some of which may allow downloading of books to your computer (but not to a Kindle eBook reader), perhaps only for a limited period, or may only allow online reading and the printing of extracts to a maximum amount determined by the publisher. As you log on to an eBook from the Library catalogue, check out the help screen on each platform to determine what is permissible. And check if the eBook's access permits you to download the eBook to your computer, you may need to ensure that you have installed Adobe Digital Editions first: <http://www.adobe.com/solutions/ebook/digital-editions.html> Students who engage with this module through attendance and participation will be exposed to the following Meta Skills: Critical Thinking, Creative and Sense Making.

INDICATIVE BIBLIOGRAPHY

- 1 HOLLENSSEN, S., 2017. *Global marketing*. 7th ed. Harlow: Pearson. ebook *
- 2 CZINKOTA, M.R. and RONKAINEN, I.A., 2013. *International marketing*. 10th ed. Cengage: South-Western
- 3 DE CHERNATONY, L. and MCDONALD, M.H.B., 2011. *Creating powerful brands*. 4th ed. Oxford: Butterworth Heinemann.
- 4 KELLER, K-L, APERIA, T. and GEORGE, M., 2012. *Strategic brand management: a European perspective*. 2nd ed. Harlow: Pearson Education.
- 5 ROSEBAUM-ELLIOT, R., PERCY, L. and PERVAN, S., 2018. *Strategic Brand Management*. 4th ed. Oxford: Oxford University Press
- 6 Journal of Brand Management
- 7 Journal of Marketing
- 8 Journal of the Academy of Marketing