

## Module 22: Brand Management

|  |                              |                 |                  |                                |                  |                         |                             |
|--|------------------------------|-----------------|------------------|--------------------------------|------------------|-------------------------|-----------------------------|
| <b>Stage</b>                                   |                              |                 |                  | 1                              |                  |                         |                             |
| <b>Semester</b>                                |                              |                 |                  | 1 or 2                         |                  |                         |                             |
| <b>Module Title</b>                            |                              |                 |                  | Brand Management               |                  |                         |                             |
| <b>Module Number</b>                           |                              |                 |                  | 22                             |                  |                         |                             |
| <b>Module Status</b>                           |                              |                 |                  | Elective                       |                  |                         |                             |
| <b>Module ECTS Credits</b>                     |                              |                 |                  | 5                              |                  |                         |                             |
| <b>Module NFQ level</b>                        |                              |                 |                  | 8                              |                  |                         |                             |
| <b>Pre-Requisite Module Titles</b>             |                              |                 |                  | Business Management, Marketing |                  |                         |                             |
| <b>Co-Requisite Module Titles</b>              |                              |                 |                  | N/A                            |                  |                         |                             |
| <b>Capstone Module?</b>                        |                              |                 |                  | No                             |                  |                         |                             |
| <b>List of Module Teaching Personnel</b>       |                              |                 |                  | Eilis O' Leary                 |                  |                         |                             |
| <b>Contact Hours</b>                           |                              |                 |                  | <b>Non-contact Hours</b>       |                  |                         | <b>Total Effort (hours)</b> |
| 46   |                              |                 |                  | 54                             |                  |                         | 100                         |
| <b>Lecture</b>                                 | <b>Practical</b>             | <b>Tutorial</b> | <b>Seminar</b>   | <b>Assignment</b>              | <b>Placement</b> | <b>Independent Work</b> |                             |
| 36   |                              | 10              |                  | 14                             |                  | 40                      | 100                         |
| <b>Allocation of Marks (Within the Module)</b> |                              |                 |                  |                                |                  |                         |                             |
|  | <b>Continuous Assessment</b> | <b>Project</b>  | <b>Practical</b> | <b>Final Examination</b>       |                  | <b>Total</b>            |                             |
| <b>Percentage Contribution</b>                 | 40                           |                 |                  | 60                             |                  | 100                     |                             |

### Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Demonstrate knowledge of the nature and processes of branding and brand management.
2. Evaluate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas.
3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions.
4. Formulate and justify brand development decisions
5. Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives.

### Module Objectives

The development and management of brands is a key marketing activity, central to the rest of the marketing strategy. This module aims to develop learner's knowledge of branding frameworks, strategies and brandings role within business and society. By the end of this module learners should fully appreciate the value of a brand to an organisation.

## **Module Curriculum**

### **Overview of Brand Management**

- Brand Equity
- Brand identity and image, corporate identity.
- Functions of branding

### **Key Issues in Brand Development**

- Types of brands
- Brand creation.
- Brand extensions.
- Brand portfolios.

### **Brand Analysis**

- The brand audit.
- Interbrand and BrandZ classifications and methodologies

### **Creating Brand Equity**

- Customer based brand equity
- Sources of brand equity
- Building a strong brand
- Branding and corporate reputation

### **Brand Strategy Implementation**

- Brand Communities
- Implications for communications
- Managing brand portfolios
- Brand Culture
- Branding and Society

### **Reading lists and other learning materials**

Kapferer, J.N. (2012) *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*. 5<sup>th</sup> Ed. Kogan Page

Keller, K.L. (2012) *Strategic Brand Management; Building, Measuring, and Managing Brand Equity*. 4<sup>th</sup> Ed. Trans-Atlantic Publications.

Aaker, D. (2011) *Brand Relevance: Making Competitors Irrelevant*. Jossey Bass.

Fanning, J. (2006) *The Importance of Being Branded; An Irish Perspective*. Liffey Press.

Gobe, M. (2010), *Emotional Branding: The New Paradigm for Connecting Brands to People*. Updated Ed. Allworth Press Tilde Heding,

Roper, S. & Fill, C. (2012) *Corporate Reputation; Brand and Communication*. Pearson Education Ltd.

### **Journals:**

Journal of Consumer Behaviour

Journal of Consumer Marketing

European Journal of Marketing

Journal of Brand Management

<http://www.warc.com/>

## **Module Learning Environment**

Active learning is encouraged through participative style lectures and tutorials. Moodle is used extensively and in addition, individual based case study analysis, video analysis and core texts are used to ensure a broad coverage of the topics. Tutorial groups are also used to allow for discussion of certain topics in more depth. Guest lecturers from Irish and International brands are invited to speak with learners regarding the practical application of brand development and management.

## **Module Teaching and Learning Strategy**

In class delivery includes videos, PowerPoint lecture notes and additional reading materials. While some traditional delivery of material takes place, learners are expected to be fully engaged, take notes and join in-class discussions.

For tutorials learners are expected to engage in preparatory work, which is made available through Moodle, in advance of each tutorial. The preparatory work forms the basis of in-class activity, with the emphasis on interactive discussions, participative group work and learning by doing in class. Formative assessment is provided to learners through the use of case studies and short answer questions. In addition in class problems and discussions provide an opportunity for formative learning and feedback to be provided.

## **Module Assessment Strategy**

The marks for the module are divided between an individual piece of coursework weighted at 40%, with the remaining 60% of the marks been allocated to end of semester examination. Course work typically entails case analysis of an existing brand and development of a recommended brand development strategy and/or repositioning strategy.

| <b>Module Learning Outcomes - Assessment Matrix</b>  |                   |             |
|--|-------------------|-------------|
| <b>Learning Outcome</b>  | <b>Assignment</b> | <b>Exam</b> |
| 1. Demonstrate knowledge of the nature and processes of branding and brand management.   | X                 | X           |
| 2. Evaluate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas. |                   | X           |
| 3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions.   | X                 | X           |
| 4. Formulate and justify brand development decisions   | X                 |             |
| 5. Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives.                                   | X                 | X           |