Strategic Brand Management

Modular value: 20 credits

Module Aims and Learning outcomes

After completing this module students will understand how brands deliver value to a range of stakeholders be it in functional, financial or emotional terms.

The module will focus on defining, developing and managing brand equity given the positive influence this construct has on a range of financial outcomes (Keller, 2012). The module places a strong emphasis on how brands drive financial value due to the increasing pressure brand are under to deliver measurable financial returns.

By the end of the module, students should be able to:

- Define core terms such as brand, brand equity, positioning, brand architecture.
- Understand brand elements that help build brand equity.
- Appreciate how marketing and in particular marketing communications help build brand equity.
- Consider how multisensory cues can help differentiate brands and build brand equity.
- Develop an appreciation of how to measure brand equity and a range of performance related outcomes.
- Design and implement brand strategies that consider brand naming, brand extension, brand stretching, brand architecture and so forth.
- Appreciate the challenges of managing a brand over time and geographical boundaries.
- Converse with both academic and practitioner brand specialists on a range of brand related issues.
- Feel confident enough to apply for brand related roles.

Module Description

This module takes a strategic approach to branding. It considers a broad range of tools, techniques and theories that help build equity and so drive brand performance.

No prior brand knowledge is required but those with no or very limited knowledge of brand would be advised to read de Chernatony's (2011) text. This will help students orientate themselves to different brand contexts e.g. B2B, B2C, online, retail etc., that will be referred to throughout the module.

The module will be delivered through a range of interactive lectures, group work and guest lectures. A strong emphasis will be placed on application of theory to specific cases to facilitate learning and interaction.

Assessment

Coursework (100%) Group presentation (20%) and 3,000 word individual assignment (80%).

Reading

The core text is:

Keller K., Aperia T. & Georgson M., 2012, Strategic Brand Management: A European Perspective, Prentice Hall.

You may also find it useful to read around core topics in the following texts:

de Chernatony, L (2010) From brand vision to brand evaluation, Butterworth Heinemann, Oxford.

de Chernatony, L., M. McDonald and E. Wallace (2010) Creating Powerful Brands Creating powerful brands, Butterworth-Heinemann, Oxford.

Kapferer J. N., 2008, Strategic Brand Management, 4th edition, Kogan Press.

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