

Module Documentation



MARK08015

Brand Management

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MARK08015

Brand Management

Short Title	Brand Management		
Full Title	Brand Management		
Attendance	N/A	Discipline	342 MARKETING & ADVERTISING
Coordinator	Carol Killarney	Department	Business
Official Code	MARK08015	NFQ Level	08
		ECTS Credit	05

Module Description

This module explores the strategic elements involved in developing and implementing strategies that lead to the creation of profitable and sustainable brands. It explores the concept of brand and brand equity, and covers the design & development of brands, techniques used to measure the value inherent in brands, and the strategic and operational issues involved in brand management.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Demonstrate and appraise the role of branding in the lives of consumers.
2. Discuss and debate the concept of brand equity, and describe the research tools and techniques used to measure brand equity.
3. Propose and illustrate the strategic elements involved in the successful building and management of a brand.
4. Critically evaluate the branding strategies of different firms.
5. Contrast and evaluate the strategies and techniques used by different firms to grow brands.
6. Work independently and as part of a team to complete tasks.
7. Communicate ideas effectively through verbal and written media.

Teaching and Learning Strategies

The course will be taught through a combination of lectures and tutorials. In tutorials learners will take part in class discussions and branding case study workshops. Irish and international case studies will be used to examine branding in practice, and students will be encouraged to monitor current marketing management developments. A combination of analytical and experiential learning methods will be used to enable learners to develop insights into how companies should make branding decisions.

Assessment Strategies

Students will be examined through a combination of continuous assessment and a final examination. Continuous assessment will be based on course participation and on the

completion of various tasks. No more than two separate CA assignments will be given.

Repeat Assessment Procedures

The repeat assessment procedure will be an examination.

Assessment Facilities

Some assignments may be submitted using Moodle or may require computer laboratory facilities.

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

The Brand Concept

Perspectives on brand and branding

History & evolution of branding

Models of brand & branding

Brand meaning & customer brand relationships

Customer-based models of brand equity

Brand positioning and competitive advantage

Measuring Brand Performance

Brand equity - the concept

Brand equity measurement systems

Sources of brand equity - customer mind-set

Market performance and brand equity

Building a Brand

The brand proposition and branding strategy

Designing marketing programmes to build brand equity

Marketing communications and brand building

Growing the Brand

New products and brand extensions

Managing brands over time

Building global brands

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 40 %

End of Semester / Year Formal Examination 60 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Continuous Assessment	1,2,3,4,5,6,7	40	TBA

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Exam	1,2,3,4,5,7	60	End of Semester

ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	lecture	2	Weekly	2.00
Seminar	Flat Classroom	seminar	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Journals & Periodicals

Journal of Brand Management

Journal of Product & Brand Management

Harvard Business Review

European Journal of Marketing

Irish Marketing Journal

Module Alternate Book Resources

None

Module Other Resources

Computer laboratory for 50% of the tutorial hours

Guest speakers

Case studies from the European Case Clearing House

Module URLs

www.amarach.com/

www.cso.ie/

www.nielsen.com/ie.html

www.forfas.ie/

www.bized.co.uk/

www.mii.ie/

<http://www.marketingsociety.ie/>

<http://www.marketing.ie/>

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

Additional Information

None

ISBN BookList

Book Details

Kevin Keller 2012 *Strategic Brand Management Building, Measuring, and Managing Brand Equity* by Kevin Keller (Author)

ISBN-10 0273779419 ISBN-13 9780273779414

2013 *Consumer-Brand Relationships: Theory and Practice* Routledge

ISBN-10 0415783135 ISBN-13 9780415783132

Jean-Noel Kapferer 2012 *The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity)*

Kogan Page

ISBN-10 0749465158 ISBN-13 9780749465155

Building Strong Brands Simon & Schuster UK

ISBN-10 1849830401 ISBN-13 9781849830409

Brand Leadership Simon & Schuster UK

ISBN-10 1847398359 ISBN-13 9781847398352

Donald R. Lehmann 2006 *Product Management. Donald R. Lehmann, Russell S. Winer* McGraw-Hill

ISBN-10 0071238328 ISBN-13 9780071238328

Tilde Hedning 2009 *Brand Management: Research, Theory and Practice* Routledge

ISBN-10 041544327X ISBN-13 9780415443272

Approval Information

School Approval by

Deirdre Lusby on 16-04-2015

Academic Council on	25-05-2015
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Programme Membership

Code	Intake Year	Programme Title
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales