

Liverpool John Moores University

Title: COMMUNICATING THE BRAND
Status: Definitive
Code: **4005BUSMK** (117126)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Jan Brown	Y
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Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 78
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	78

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Individual presentation.	25	
Report	Report		75	

Aims

To introduce students to branding and marketing communications strategies.

Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss various branding strategies.
- 2 Discuss the concepts of brand positioning and brand personality.
- 3 Critically evaluate an integrated marketing communications plan.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation	1	2	3
Report	1	2	3

Outline Syllabus

Brands and added values
Brand personality & emotional connections
Positioning the brand
Communicating the brand
Cultivating the brand

Learning Activities

Three hour workshops, video, case studies, group exercises, self-assessment questions.

Formative feedback will be provided to students via a major peer assessment exercise, as well as interactive tutorials and self-assessment exercises provided on Blackboard, from which understanding of the material can be gauged, and areas of weakness addressed.

The module will have a practical, decision-making focus.

Notes

A study of branding and marketing communications in today's environment.