

Liverpool John Moores University

Title: Branding
Status: Definitive
Code: **4005LBSMK** (128992)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Tashkin Vasfi	Y

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Online	11
Seminar	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	An individual report.	100	

Aims

Develop a clear understanding of branding and how brands add value.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse a range of core concepts relating to brands and branding.
- 2 Evaluate a range of branding strategies.
- 3 Appraise a wide range of successful brand communications

Learning Outcomes of Assessments

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

Individual report	1	2	3
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Outline Syllabus

The Brand System.

Brand and Business Models.

The Inter-related Nature of Brands and Brand Diversity.

Brand Identity and Brand Personality.

Brand Positioning.

Brand Campaigns & Brand Architecture.

Global Brands.

The Internet Brand.

Learning Activities

Lectures, online activities, seminars.

Notes

This module will apply a wide range of industry materials to a number of academic branding concepts and models. Clear links are made between theory and practice and ideas of new brand communications will be stimulated throughout the sessions.