

Branding

Module Information

2022.01, Approved

Summary Information

Module Code	4005LBSMK
Formal Module Title	Branding
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	Develop a clear understanding of branding and how brands add value.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse a range of core concepts relating to brands and branding.
MLO2	2	Evaluate a range of branding strategies.
MLO3	3	Appraise a wide range of successful brand communications

Module Content

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.
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Artefacts	Individual report	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Tashkin Vasfi	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings