

## Liverpool John Moores University

Title: Communicating the Brand  
Status: Definitive  
Code: **5033BUSMK** (121489)  
Version Start Date: 01-08-2021

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

Team	Leader
Amr Al Khateeb	Y
Jan Brown	

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 44  
**Total Learning Hours:** 200      **Private Study:** 156

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	22
Workshop	11

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	An individual 3,000 word (+/- 10%) report that analyses two brands within the same industry. Primary and secondary research used to analyse the brands' communications using a number of academic concepts and models in which to base this analysis. Recommendations provided for future brand communications.	100	

## **Aims**

*The aim of the module is to provide students with the knowledge and skills to analyse a wide range of organisational brands and understand how they are contributing to organisational 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:

3,000 word Report	1	2	3
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## **Outline Syllabus**

*This module will provide a detailed understanding of what branding is and how it has evolved. during the sessions brand communications will be analysed to understand how organisations are communicating with a wide range of stakeholders, not just customers, and how organisations are growing their brands to meet stakeholder needs.*

*Specifically the module will explore how brands grow and develop over time and the positions that they take in their markets.*

*Concepts such as brand identity and personality will be investigated and innovative practice identified.*

*The syllabus content will provide students with the foundations for a start on a career path towards brand management which is a critical role within any global organisation and includes:*

*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**

This module will consist of a weekly 1 hour lecture, 2 hour seminar and 1 hour workshop.

The lecture will be interactive with the main theoretical concepts presented and applied to appropriate case studies.

The seminar will explore key areas of theory relating to branding in detail with case study activities used to apply the theory presented in the lecture in practice. These sessions will be based on group work, individual activities and encourage idea generation.

The workshop will focus on key concepts identified in the lecture and seminar in detail and allow students to practice their research, writing and presentation skills. Individual and group activities will be used to stimulate discussion and these sessions will be student led.

## **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.