Communicating the Brand

Module Information

2022.01, Approved

Summary Information

Module Code	5033BUSMK
Formal Module Title	Communicating the Brand
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	22
Workshop	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

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.

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	This module will provide a detailed understanding of what branding is and how it has evolved. during the sessionsbrand 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 SystemBrand and Business ModelsThe Inter-related Nature of Brands and Brand DiversityBrand Identity and Brand PersonalityBrand PositioningBrand Campaigns & Brand ArchitectureGlobal BrandsThe Internet Brand
Module Overview	The aim of the module is to provide you with the knowledge and skills to analyse a wide range of organisational brands and understand how they are contributing to organisational value.
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
Report	3,000 word Report	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Amr Al Khateeb	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings