

## Liverpool John Moores University

Title: ETHICAL BRAND MANAGEMENT  
Status: Definitive  
Code: **5523NCCG** (129537)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Nelson Campus, Nelson and Colne College

Team	Leader
Alistair Beere	

**Academic Level:** FHEQ5  
**Credit Value:** 20  
**Total Delivered Hours:** 48  
**Total Learning Hours:** 200  
**Private Study:** 152

### Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	48

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Assignment	Assignment	50	
Report	Case Study	Case Study	50	

### Aims

*This module focuses on the importance of brand management from brand formation to measuring value and managing a portfolio of brands. Techniques to maximise brand value will be discussed.*

*On successful completion of this module, students will be able to demonstrate how effective brand management can be achieved.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Summarise how a brand is built and managed and how ethical brands differentiate themselves
- 2 Analyse how brand hierarchies are established and managed.
- 3 Compare techniques for measuring brand value.
- 4 Evaluate the future for ethical brand management in a more socially and environmentally conscious world.

### **Learning Outcomes of Assessments**

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

Assignment	4		
Case Study	1	2	3

### **Outline Syllabus**

*Theories of brand development*

*Advantages of branding for a variety of stakeholders*

*The increasing importance of sustainability to consumers.*

*Brand equity and positioning techniques*

*Brand management including reinforcing, revitalising and crisis*

*Portfolio management in the light of environmental issues- to green or dump?*

*Hierarchy building of portfolios- can environmental credibility be bought (Ben and Jerrys and Cadburys)?*

*Market research for brand management*

*Brand extension and leverage, domestically and internationally*

*Brand measurement techniques*

*Brand equity audit*

*Relationship between branding and finance*

### **Learning Activities**

These will not normally be traditional didactic lectures in which the student plays little active part, but will be delivered in small groups of up to 20 students in which their interaction with their tutor is a key ingredient of their learning experience.

Students will receive approximately 30 hours of taught material, supported by in-class exercises and discussions designed to help student assimilate learning and to provide early informal feedback on their progress.

#### **Independent Study**

Students are expected to undertake personal reading and research into topic areas that have been stimulated from the lectures and seminars. This reading will enhance their academic work and enable valid contribution to lectures and seminars.

VLE support

This will provide links to academic web-sites and on-line journals, facilitate group discussion outside of the classroom, access to outline lecture notes, and provide students with assessment details.

## **Notes**

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