Module Proforma

Approved, 2022.03

Summary Information

Module Code	5523NCCG
Formal Module Title	Ethical Brand Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Graham Sherwood	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Nelson and Colne College Group

Learning Methods

Learning Method Type	Hours
Lecture	48

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks
SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks

Aims and Outcomes

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:

Code	Description
MLO1	Summarise how a brand is built and managed and how ethical brands differentiate themselves
MLO2	Analyse how brand hierarchies are established and managed.
MLO3	Compare techniques for measuring brand value.
MLO4	Evaluate the future for ethical brand management in a more socially and environmentally conscious world.

Module Content

Outline Syllabus
Theories of brand developmentAdvantages of branding for a variety of stakeholdersThe increasing importance of sustainability to consumers. Brand equity and positioning techniquesBrand management including reinforcing, revitalising and crisisPortfolio management in the light of environmental issues- to green or dump? Hierarchy building of portfolios- can environmental credibility be bought (Ben and Jerries and Cadburys)?Market research for brand managementBrand extension and leverage, domestically and internationallyBrand measurement techniquesBrand equity auditRelationship between branding and finance

Module Overview

Additional Information

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Assignment	50	0	MLO4
Practice	Case Study	50	0	MLO1, MLO3, MLO2