

Liverpool John Moores University

Title: Strategic Branding
Status: Definitive
Code: **6023LBSBSC** (126375)
Version Start Date: 01-08-2021

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

Team	Leader
Jimmy Haughey	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Workshop	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Individual Poster	100	

Aims

To provide students with:

the tools and engagement in Strategic Branding of self to support long-term wider personal impact.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse the effects of differing parameters within strategic branding.
- 2 Evaluate the various strategies and models for developing brands from micro to macro levels.
- 3 Reflect and apply implementation tools to a self-term branding strategy.

Learning Outcomes of Assessments

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

Individual Poster	1	2	3
-------------------	---	---	---

Outline Syllabus

1. *Ethics*
2. *Strategic (Micro Meso Macro Environment)*
3. *HRM (Insights and trends)*
4. *Branding (Building)*
5. *Psychology (Self)*
6. *Supply and Demand Consumption*
7. *Sustainability*
8. *Identity*
9. *Marketing & Communication*

Learning Activities

Formal lectures and workshops.

Notes

Bespoke textbook developed with Pearson to support student's engagement, knowledge sharing and critical thinking.