Strategic Branding

Module Information

2022.01, Approved

Summary Information

Module Code	6108LBSBW
Formal Module Title	Strategic Branding
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To analyse the principles and techniques involved in branding strategically within in a micro and macro context.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse the effects of differing parameters within in strategic branding
MLO2	2	Evaluate the various strategies and models for developing brands from micro to macro level.
MLO3	3	Demonstrate and critically review the implementation tools for success in long-term branding.

Module Content

Outline Syllabus	Introduction to Strategic Branding Micro to MacroEnvironment DynamicsManagerial InsightsCustomer / consumer InsightsSegmentation, targeting and positioningIdentityBrand BuildingBrand DeliveryBrand ExperienceBrand ExecutionInnovationBrand GrowthCommunicationDigital environmentEthics and InformationSocial responsibility and sustainability
Module Overview	This module enables you to analyse the principles and techniques involved in branding strategically within in a micro and macro context.
Additional Information	To analyse the principles and techniques involved in branding strategically within in a micro and macro context.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	PRESENTATION	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Jimmy Haughey	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings