

## Liverpool John Moores University

Title: Strategic Branding  
Status: Definitive  
Code: **6508VLUBW** (128607)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Van Lang University

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
Seminar	11
Workshop	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	PRES	Individual Poster presentation assesses learning outcomes 1-3 testing the ability of the students to coherently engage their knowledge on the marketing mix within a marketing plan	100	

### Aims

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

## Learning Outcomes

After completing the module the student should be able to:

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

## Learning Outcomes of Assessments

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

PRESENTATION	1	2	3
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## Outline Syllabus

*Introduction to Strategic Branding Micro to Macro*  
*Environment Dynamics*  
*Managerial Insights*  
*Customer / consumer Insights*  
*Segmentation, targeting and positioning*  
*Identity*  
*Brand Building*  
*Brand Delivery*  
*Brand Experience*  
*Brand Execution*  
*Innovation*  
*Brand Growth*  
*Communication*  
*Digital environment*  
*Ethics and Information*  
*Social responsibility and sustainability*

## Learning Activities

Lectures plus weekly seminars, case studies, group exercises, presentations, self-assessment exercises

## Notes

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