

Strategic Branding

Module Information

2022.01, Approved

Summary Information

Module Code	6523YPCBSC
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	33

Module Offering(s)

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

Aims and Outcomes

Aims	To provide students with: the tools and engagement in Strategic Branding of self to support long-term wider personal impact.
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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 strategic branding.
MLO2	2	Evaluate the various strategies and models for developing brands from micro to macro levels.
MLO3	3	Reflect and apply implementation tools to a self-term branding strategy.

Module Content

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

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Individual Poster	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
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