

Liverpool John Moores University

Title: STRATEGIC BRANDING
Status: Definitive
Code: **6717SERCBS** (123163)
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
Seminar	33

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:

PRES	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.