

# Strategic Branding

## Module Information

2022.01, Approved

### Summary Information

Module Code	6723SERCBM
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
South Eastern Regional College

### 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. Ethics2. Strategic (Micro Meso Macro Environment)3. HRM (Insights and trends)4. Branding (Building)5. Psychology (Self)6. Supply and Demand Consumption7. Sustainability8. Identity9. 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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