

# WM9A8-15 Creating a Digital Brand

**21/22**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Andrew Gordon

**Credit value**

15

**Module duration**

2 weeks

**Assessment**

Multiple

**Study locations**

University of Warwick main campus, Coventry Primary  
Distance or Online Delivery

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## Description

### Introductory description

Digital branding has become a key topic in modern business, in all sectors. Whilst digital channels offer organisations the opportunity to quickly launch and build an online brand, it also brings risks and challenges. This module explores these issues, and the relevant technologies, and gives participants experience building a digital brand from the ground up

### Module aims

The module aims to give participants hands-on experience of building a brand using the latest, cutting-edge digital technologies and techniques. As such, the module incorporates both theory and practice, to provide the tools required to innovate and optimise a digital branding strategy in near realtime . The module culminates in a practical simulation of digital brand development, using industry-standard tools.

### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

1. Key concepts of digital branding

- Branding fundamentals
- On- and off-line branding
- Online PR

#### 1. Creating a digital brand

- Market and competitor analysis
- The business model canvas
- Brand identity

#### 1. Creating digital media

- The digital media mix
- Digital media software
- Logos and icons

#### 1. Maintaining a digital brand

- Reputation management
- Brand guardianship
- Partners and associations
- Brand guardianship

#### 1. A practical simulation of the above topics

## Learning outcomes

By the end of the module, students should be able to:

- Develop a comprehensive understanding of digital branding and brand development
- Critically evaluate relevant case studies to determine best practices and strategic models
- Critically evaluate markets and industries, and identify opportunities for innovation.
- Demonstrate a thorough comprehension of, and an ability to apply best practice in digital brand creation

## Indicative reading list

[View reading list on Talis Aspire](#)

## Interdisciplinary

A mixture of technology/computing topics and business topics

## International

Topics are of high international demand

## Subject specific skills

Industry analysis skills, technology analysis and identification of relevant applications in a variety of marketing contexts , the ability to design and develop a convincing business model, creative technologies for marketing

## Transferable skills

Presentation skills, research, teamwork, creative design, critical thinking

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## Study

### Study time

Type	Required
Lectures	16 sessions of 1 hour 30 minutes (16%)
Seminars	14 sessions of 1 hour 30 minutes (14%)
Assessment	105 hours (70%)
Total	150 hours

### Private study description

No private study requirements defined for this module.

### Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A

	Weighting	Study time
Digital Brand Presentation	20%	15 hours
Creating a digital brand and a full lifecycle branding plan		
Post Module Assingment	80%	90 hours
A business-style report discussing core topics in digital brand creation and management		

### Assessment group R

	<b>Weighting</b>	<b>Study time</b>
Post Module Assingment	100%	
A business-style report discussing core topics in digital brand creation and management		

### **Feedback on assessment**

Verbal feedback for in-module element. Written feedback and annotated scripts for post-module element

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### **Availability**

### **Courses**

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)