

WM9A8-15 Creating a Digital Brand

22/23

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

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

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

Study

Study time

Type	Required
Lectures	16 sessions of 1 hour (11%)
Seminars	14 sessions of 1 hour (9%)
Online learning (independent)	15 sessions of 1 hour (10%)
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.

Assessment

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

Assessment group A1

	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 R1

	Weighting	Study time
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

Availability

Courses

This module is Optional for:

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