

IB9FX-15 Branding and Marketing Communications

24/25

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

John Rudd

Credit value

15

Module duration

3 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module will introduce students to the frameworks and concepts of branding and marketing communication. It is designed to provide students with the latest understanding of branding issues and the necessary skills in making strategic decisions based on a global perspective. It will allow students to explore and master marketing approaches in a global environment with emphasis on strategies for brand building and communication. Students will gain practical skills in the development of brand and marketing communications and learn ways to develop global branding and communication strategies.

[Module web page](#)

Module aims

The aims of this module are for students to:

Understand different types of brand and the needs they satisfy.

Evaluate and manage brand value and brand equity.

Investigate the strategic use of brands by organisations to differentiate from competition, to launch

new brands and strengthen existing ones.

Critically evaluate the processes that lead to innovations in communication and branding.

Develop specific skills and knowledge sets in the field of branding and marketing communication.

Apply advanced techniques and concepts to solve business problems

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.

Indicative topics include:

Integrated Marketing Communications

Consumer Responses to Marketing Communications

Measures of Success in Marketing Communications

Innovation in Marketing Communications

Brand Strategy and Audit

Brand Equity and Measurement

Global Branding

Brand Advocacy

Learning outcomes

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

- Demonstrate a comprehensive understanding of the frameworks and concepts of branding and marketing communication
- Demonstrate comprehensive understanding of the challenges of branding and marketing communications in a competitive and global environment
- Demonstrate comprehensive understanding of business innovation and creativity in branding and marketing communications
- Demonstrate a thorough understanding of the processes of developing brands and marketing communications
- Critically analyse theories and frameworks to understand key issues in branding and marketing communications
- Analyse case studies to propose potential solutions to marketing problems
- Deploy subject relevant analysis and analytics techniques

Indicative reading list

There will not be one prescribed course text for this module. We will be looking at latest trends, best practices, and likely future scenarios, and this will require drawing upon many diverse sources that cover these topics, mostly journal articles, both academic and practitioner. Required readings will be a mix of selective readings from text-books and journal articles (available via the University library) and/or case study preparation (cases provided). Readings for each session will be specified as necessary, in the detailed module information. Topic-specific bibliographies may also be provided.

Subject specific skills

Investigate strategic branding issues and marketing communication .
Create superior brand value for an organisation to gain differential competitive advantage.
Explore and evaluate effective ways to develop branding and marketing communication strategies.
Execute strategic decisions based on recent developments in the field of branding and marketing communications

Transferable skills

Written communication skills will be developed through the individual assignment.
Problem solving skills will be developed through analysis of marketing problems.
Creativity will be developed through the group assignment

Study

Study time

Type	Required
Seminars	9 sessions of 2 hours (12%)
Online learning (scheduled sessions)	9 sessions of 1 hour (6%)
Private study	49 hours (33%)
Assessment	74 hours (49%)
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 A

	Weighting	Study time	Eligible for self-certification
Individual Assignment	80%	59 hours	Yes (extension)
Assessed group presentation (up to 20 minutes)	20%	15 hours	Yes (extension)
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Feedback on assessment

face to face during classes; comments and marks for individual assignment; comments and marks for group presentation.

Availability

There is currently no information about the courses for which this module is core or optional.