WM9A8-15 Creating a Digital Brand

24/25

Department
> WMG

Level
> Taught Postgraduate Level

Module leader
> Andrew Gordon

Credit value
> 15

Module duration
> 4 weeks

Assessment
> 100% coursework

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.

Key concepts of digital branding

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

Creating a digital brand

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

Creating digital media

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

Maintaining a digital brand

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

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
- Collaboratively formulate and apply a branding framework to create a new online brand

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	20 sessions of 1 hour (33%)
Seminars	10 sessions of 1 hour (17%)
Online learning (independent)	30 sessions of 1 hour (50%)
Total	60 hours

Private study description

Researching local, national and international brands for inspiration. Review of case studies and relevant reading and consumption of branding content on and offline.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A3

	Weighting	Study time	Eligible for self-certification
Digital Brand Presentation	20%	10 hours	No

Creating a brand identity for an imaginary business.

Peer reviewed.

	Weighting	Study time	Eligible for self-certification
Business Report	80%	50 hours	Yes (extension)

A business-style report discussing core topics in digital brand creation and management

Feedback on assessment

Peer-reviewed and verbal feedback for in-module elements.

Written feedback and annotated scripts for post-module element

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Availability

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