

IB3BM-15 Brand Management

25/26

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Qing Wang

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

This module aims to provide students with a solid understanding of what constitutes a 'brand', to explore different forms of consumer/brand engagement and evaluate the functional, symbolic and emotional value that brands hold for both organisations and the markets they serve. It analyses the multi-layered structure of a brand and brand positioning and evaluates how components of the marketing mix can be manipulated to appeal to distinct target markets. It also explores the process of strategic brand management and the importance of brand architecture, reflecting critically upon how organisational structure and management processes might vary over the course of a brand's life cycle. Finally it reflects critically upon what constitutes an 'ethical' and/or 'sustainable' brand and the benefits and challenges such a position might pose.

[Module web page](#)

Module aims

The aim of this module is to build upon the introduction to branding found in foundational marketing modules and explore, in detail, the construction of a brand and its ongoing management processes.

Starting with an introduction to the concept of brands and branding, students will explore the multi-layered construction of a brand and range of functions that brands fulfill for organisations and also the markets they serve. They will consider the multi-dimensional nature of the customer-brand relationship and also explore the value and the function that brand communities fulfil for multiple stakeholders.

In addition, this module aims to give students a solid understanding of the processes associated with brand management; from the inception and development of new brands to the management of mature and declining brands. It aims to appraise the benefits and challenges posed by different brand architecture structures and reflects critically on the opportunities they offer for growth and innovation and the limitations they impose.

Finally, this module aims to appraise the concept of 'ethical' and 'sustainable' brands, with a critical reflection upon 'greenwashing' and 'value-signalling'.

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.

What is a 'brand' and why do 'brands' have value?

The multiple contexts in which brands/branding is used

Consumer relationships with brands

Creating new brands

Effective brand communication

Strategic management of the brand life cycle

Brand extension and repositioning

Measuring brand performance and brand equity

Brand architecture

Managing international and global brands

Ethics and sustainability in branding

Learning outcomes

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

- Analyse and critically appraise key theoretical constructs in the field of brand management.
- Reflect critically upon the range of contexts in which the practice of branding is employed.
- Synthesise information from multiple sources.
- Reflect critically upon a given brand scenario and identify the most appropriate response, given the conditions.
- Critically appraise what constitutes a 'sustainable' and/or 'ethical' brand.

Indicative reading list

[Reading lists can be found in Talis](#)

Research element

Students will be required to undertake research of secondary sources to understand the characteristics of a specific brand and understand the characteristics, challenges and opportunities within the contemporary marketing environment.

Interdisciplinary

This module is open to students from departments across the university as long as they satisfy the module pre-requisites.

International

Managing international and global brand is specifically addressed within the module. We will capitalise upon diversity of the Warwick student cohort by exploring students' lived experience of brands.

Subject specific skills

Formulate coherent brand strategy in response to specific organisational conditions and challenges posed by the market environment.

Evaluate the effectiveness of a brand strategy.

Transferable skills

Information search and evaluation.

Critical appraisal.

Academic and professional writing skills.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Directed reading; seminar preparation, private study.

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

Assessment component	Weighting	Study time	Eligible for self-certification
Individual Assignment	20%	15 hours	Yes (extension)

Reassessment component is the same

Assessment component	Weighting	Study time	Eligible for self-certification
Individual Assignment	80%	58 hours	Yes (extension)

Reassessment component is the same

Feedback on assessment

Feedback will be provided via my.wbs.

Availability

Pre-requisites

To take this module, you must have passed:

- Any of
 - [IB148-15 Principles of Marketing](#)
 - [IB152-15 Foundations of Marketing](#)
 - [IB2D6-15 Marketing in Practice](#)

Courses

This module is Optional for:

- UIBA-N20B BSc in Management
 - Year 3 of N20B Management
 - Year 3 of N20B Management
 - Year 3 of N23K Management with Accounting
 - Year 3 of N234 Management with Digital Business
 - Year 3 of N235 Management with Entrepreneurship
 - Year 3 of N232 Management with Finance
 - Year 3 of N252 Management with Marketing
 - Year 3 of N23L Management with Strategy and Organisation
- Year 3 of UIBA-N400 Undergraduate Accounting and Finance
- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
 - Year 5 of N4N7 Accounting and Finance (Foundation Year and Intercalated)
 - Year 5 of N404 Accounting and Finance (Foundation Year and Placement)
 - Year 5 of N405 Accounting and Finance (Foundation Year and UPP)
 - Year 5 of N403 Accounting and Finance (with Foundation Year)
- Year 4 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N401 Accounting and Finance (Placement)
 - Year 4 of N402 Accounting and Finance (Undergraduate Partnership Programme)
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 4 of UGEA-RN21 Undergraduate German and Business Studies
- Year 3 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 4 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies

(with Intercalated Year)

- UIBA-N20F Undergraduate International Management
 - Year 4 of N20F International Management
 - Year 4 of N20F International Management
 - Year 4 of N20S International Management (with Accounting)
 - Year 4 of N20T International Management (with Chinese)
 - Year 4 of N20P International Management (with Entrepreneurship)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20U International Management (with French)
 - Year 4 of N20L International Management (with Marketing)
 - Year 4 of N20V International Management (with Spanish)
 - Year 4 of N20W International Management (with Strategy and Organisation)
 - Year 4 of N20N International Management with Digital Business
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
 - Year 5 of N220 International Management (with Foundation Year)
 - Year 5 of N221 International Management with Accounting (with Foundation Year)
 - Year 5 of N226 International Management with Chinese (with Foundation Year)
 - Year 5 of N223 International Management with Digital Business (with Foundation Year)
 - Year 5 of N224 International Management with Entrepreneurship (with Foundation Year)
 - Year 5 of N222 International Management with Finance (with Foundation Year)
 - Year 5 of N227 International Management with French (with Foundation Year)
 - Year 5 of N225 International Management with Marketing (with Foundation Year)
 - Year 5 of N228 International Management with Spanish (with Foundation Year)
 - Year 5 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
 - Year 5 of N20J Management (Foundation Year and Placement)
 - Year 5 of N20K Management (Foundation Year and UPP)
 - Year 5 of N23H Management with Digital Business (with Foundation Year and Placement Year)
 - Year 5 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
 - Year 5 of N23G Management with Finance (with Foundation Year and Placement Year)
 - Year 5 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 4 of N23M Management with Accounting (with Foundation Year)
 - Year 4 of N23E Management with Digital Business (with Foundation Year)

- Year 4 of N23F Management with Entrepreneurship (with Foundation Year)
- Year 4 of N23D Management with Finance (with Foundation Year)
- Year 4 of N252 Management with Marketing
- Year 4 of N254 Management with Marketing (with Foundation Year)
- Year 4 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20B Management
 - Year 4 of N20D Management (Undergraduate Partnership Programme)
 - Year 4 of N20C Management (with Placement Year)
 - Year 4 of N20Q Management with Accounting (with Placement Year)
 - Year 4 of N236 Management with Digital Business (with Placement Year)
 - Year 4 of N235 Management with Entrepreneurship
 - Year 4 of N237 Management with Entrepreneurship (with Placement Year)
 - Year 4 of N232 Management with Finance
 - Year 4 of N233 Management with Finance (with Placement Year)
 - Year 4 of N253 Management with Marketing (with Placement Year)
 - Year 4 of N23L Management with Strategy and Organisation
 - Year 4 of N20R Management with Strategy and Organisation (with Placement Year)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)
- UIOA-EOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies
- Year 1 of UIOA-EUS Undergraduate USA Exchange