IB3BM-15 Brand Management

26/27

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 it's 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 theoretcal 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

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

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