

IB846-15 Global Branding

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Isabel Ding

Credit value

15

Module duration

2 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

Organizations are increasingly recognizing that that one of the most valuable assets they possess is the brand associated with their products and services, and for that matter even the organisation. While there is little controversy around the concept of branding and its importance, there is much less clarity around how exactly you create great brands. A whole range of questions arise. How can you create a successful brand that can give you a competitive advantage, and prevent your product from being commoditised? Why are some brands successful, while others fail? And why do even well-known brands sometimes fail, while others continue to perform well? How do you sustain successful brands? How do you determine the key attributes of your brand, and do you need to change them in any way? Can you leverage off your successful brands and how so?

On the one hand, this module will attempt to answer questions such as the above. Brands are assets, and managing them requires a diverse set of skills and an understanding of how brand strategy effectively drives revenue growth.

Equally, one of the significant trends of our times is the globalisation of markets. Arguing about the merits and demerits of globalisation is futile, because this is a force that continues to exert itself regardless of what an individual organisation or nation may want. It has become an imperative therefore that for organisations to be successful, they need to acquire the ability to not only develop and sustain great brands, but also be able to do this in a global context. Developing successful global brands requires careful consideration of several criteria that specifically apply to

a global and international context, including understanding the differences across different country-markets and cultures and the manner in which these are reflected in the brand programmes targeted to specific markets. Successful brand strategies require marketers to address the challenges not just of creating sustainable brands, but sustainable global brands. This module therefore also aims to provide an appreciation of the globalisation factors, and how these critically influence the dynamics of the successful creation of brands.

[Module web page](#)

Module aims

To appreciate the role of brands, the concept of brand equity and the advantages of creating strong brands

To understand the main sources and the key building blocks of brand equity

To gain the knowledge and skills to build brand equity by designing appropriate programmes, and develop branding strategies to sustain the brand properties on an ongoing basis

To gain an understanding of brand management, the issues around it, and approaches to more effective management of brands, including brand architecture and brand portfolio strategies.

To understand ways and means of evaluating brand equity and its performance.

To attain a perspective on the global marketing environment, and the issues around managing of brands across geographies and in a global context.

To reflect critically upon issues of ethics, sustainability and inclusivity, according to the nature of the exercise

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 themes and topics covered in the module will include the following:

Branding and Brand Management

Components of Branding

Brand Equity, and the building blocks of branding

Brand Positioning

Choosing brand elements, and designing Marketing programmes to build Brand Equity

Brand Management and Branding Strategies - Brand Architecture, Brand Hierarchy, Brand Portfolio management, Brand Extension Strategies

Measurement of Brand Equity and Brand Performance

Global Branding - Globalisation of Markets; Global Brand Environment; Branding across Geographies

Learning outcomes

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

- - Demonstrate knowledge and understanding of the different facets of the global brand environment

- - Demonstrate knowledge and understanding of the key challenges in designing effective global brand strategy
- - Demonstrate knowledge and understanding of global brand implementation issues.
- Critically evaluate theoretical perspectives and issues related to practical applications of these.

Indicative reading list

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

Research element

The Research element is based on secondary data and desk-based research. As a part of the assessment, some students may also choose to do some informal primary research to better inform their essays, but this is not a requirement.

International

The module contains a significant component involving the study of the international environment and various country markets, and how these need to be taken into consideration while designing global branding strategies.

Subject specific skills

Develop practical frameworks and topical concepts which will provide an awareness of analytical frameworks and their application to strategic branding issues

Demonstrate developed analytical skills through the evaluation of cases.

Conduct effective research and synthesise logical arguments.

Transferable skills

Demonstrate developed written and verbal communication skills.

Demonstrate effective problem solving skills.

Work within a team to analyse issues and propose solutions.

Study

Study time

Type	Required
Lectures	(0%)
Total	150 hours

Type	Required
Practical classes	(0%)
Online learning (scheduled sessions)	9 sessions of 1 hour (6%)
Other activity	18 hours (12%)
Private study	51 hours (34%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Private study to include preparation for lectures and own reading

Other activity description

9 x 2 hrs F2F workshops

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 A4

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	80%	58 hours	Yes (extension)
Individual Assignment 2500 words			

Reassessment component is the same

Assessment component

Group Presentations	20%	14 hours	No
Group Presentations x 15 minutes plus submission of slides			

Weighting Study time Eligible for self-certification

Reassessment component

Individual Assignment
Individual Assignment 1000 words
Yes (extension)

Feedback on assessment

Verbal feedback is provided immediately following group assessments followed by written feedback. Assignments are graded (%) using standard University Postgraduate Marking Criteria and written feedback is provided, plus an opportunity to discuss the assignment with the module leader/tutor on a one-to-one basis.

Availability

Pre-requisites

To take this module, you must have passed:

- All of
 - [IB9AY-15 Marketing](#)

Courses

Course availability information is based on the current academic year, so it may change.
This module is Core for:

- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing