

WM9A8-15 Creating a Digital Brand

26/27

Department

WMG

Level

Taught Postgraduate Level

Module leader

Nataliia Zaboeva

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 essential for modern organisations because consumers now form impressions and build trust primarily through online interactions. In an increasingly crowded digital landscape, a coherent digital identity is critical for visibility and long term competitiveness. Strong digital branding not only drives recognition but also boosts engagement, conversion, and customer loyalty by creating consistent, emotionally resonant experiences across platforms. Whilst digital channels offer organisations the opportunity to quickly launch and build an online brand, it also brings risks and challenges. The module explores these issues, and the relevant technologies, and gives participants experience in building a digital brand from the ground up.

Module aims

The module aims to enable participants to develop a critical understanding of how digital environments shape brand identity, brand value, and consumer perceptions and analyse the strategic role of branding in a digital-first marketplace. It will equip students with the skills to design and manage cohesive digital brand experiences across multiple platforms, ensuring consistency in visual identity, messaging, and user experience. It will also facilitate students' skills in evaluating contemporary digital branding tools, data insights, and emerging technologies, and applying them

to build strong, trustworthy, and culturally relevant brands.

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.

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- Digital brands and branding, brand positioning, brand identity, brand equity.
- Brand assets, brand features, brand heritage, brand storytelling.
- Consumer-brand relationships online.
- Digital brand partnerships.
- Brand crises and reputation management online.
- Branding on social media and digital brand analytics.
- Cross-cultural digital branding.

Learning outcomes

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

- Develop a comprehensive understanding of digital branding and brand development.
- Execute comprehensive research of the potential target audience for a new brand.
- Create a new online brand with distinctive brand assets targeting specific audiences.
- Identify and apply optimal methods for managing online brand reputation through digital rebranding strategies.
- Critically analyse a range of digital tools to perform online brand analytics.

Indicative reading list

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

[Specific reading list for the module](#)

International

Examples and case studies examined and discussed in the classroom and during online independent learning will relate to a variety of international companies operating on a global market.

Subject specific skills

Brand development, strategic brand management, online reputation management, digital rebranding, digital brand analytics.

Transferable skills

Presentation skills, research, teamwork, creative design, critical thinking.

Study

Study time

Type	Required
Lectures	15 sessions of 1 hour (10%)
Seminars	15 sessions of 1 hour (10%)
Online learning (independent)	30 sessions of 1 hour (20%)
Private study	30 hours (20%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

The materials, reading, tasks and activities for private study and independent learning will be provided on Moodle.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A5

Assessment component	Weighting	Study time	Eligible for self-certification
Digital Rebranding Presentation	30%	18 hours	No

To develop a rebranding strategy for an online brand (provided in the brief) with the focus on managing online reputation and using digital brand analytics.
Peer reviewed.

	Weighting	Study time	Eligible for self-certification
Reassessment component			
Digital rebranding strategy report			No
To develop a rebranding strategy for an online brand (provided in the brief, different to the original) with the focus on managing online reputation and using digital brand analytics.			
Assessment component			
Digital Brand Report	70%	42 hours	Yes (extension)
To create a new online brand for a target audience provided in the brief, including new identity, brands assets, potential partnerships, management of customer relationships and the opportunities to expand internationally.			
Reassessment component			
Digital Brand Report			No
To create a new online brand for a target audience provided in the different brief, including new identity, brands assets, potential partnerships, management of customer relationships and the opportunities to expand internationally.			

Feedback on assessment

Written feedback for both assessments. Verbal feedback will be provided for the classroom activities during the module.

Availability

Courses

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)