1. KentVision Code and title of the module

BUSN9005: Brand Management

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 7

## The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

Spring

## Prerequisite and co-requisite modules and/or any module restrictions

None

## The course(s) of study to which the module contributes

Compulsory to the following courses:

MSc Marketing

MSc Marketing with an Industrial Placement

## The intended subject specific learning outcomes. On successfully completing the module students will be able to:

8.1 Identify and discriminate between core branding ideas and frameworks including corporate reputation, product and service brands, brand equity, brand loyalty, brand identity, brand personality and brand architecture.

8.2 Critically analyse how brands fit into marketing and business strategy and the importance of branding for achieving and maintaining competitive advantage.

8.3 Critically assess brand positioning and values as well as associated issues.

8.4 Demonstrate a critical awareness of the external challenges of managing brands in the global environment.

8.5 Demonstrate knowledge and understanding of how to plan and implement strategic brand marketing programmes

8.6 Develop and critically evaluate measures to monitor brand performance which can be applied in practice.

## The intended generic learning outcomes. On successfully completing the module students will be able to:

9.1 Select, organise, develop and synthesise complex material

9.2 Plan, work and study independently

9.3 Critically formulate a considered outline of a logical case/argument.

9.4 Undertake research tasks with the minimum of guidance

## A synopsis of the curriculum

The module aims to equip students with advanced knowledge of how brands contribute to achieving and maintaining competitive advantage.

It is based around three areas, brand strategy, managing brands and measuring brand effectiveness.

Indicative topics are:

Key terms in branding

Brand positioning and values

Brand loyalty and brand equity

How to develop brand equity

Managing brand performance

New products and brand extensions

Managing brands over time and brand protection

Brand metrics

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 128

Contact Hours: 22

Total: 150

## Assessment methods

* 1. Main assessment methods

VLE Test (Moodle Quiz) (20%)

Individual Report (3000 words) (80%)

13.2 Reassessment methods

100% coursework

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

**Module learning outcomes against assessment methods:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* |
| VLE Test (Moodle Quiz) | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** |  | **X** |
| Individual Report | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

By the very nature of the topics included in this module, a theme of internationalisation runs throughout. This includes the core topics around branding which are inherently linked to internationalisation.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
|  |  |  |  |  |