

21st Century Branding and Marketing Communications

Credit Points: 5

Assessment Weighting: 50% Coursework
50% Exam

Module aims and objectives

The development and communication of brands is a key marketing activity, central to the rest of the overall marketing strategy. This module aims to develop learners' knowledge of branding strategies and communications. By the end of this module, learners fully appreciate the value of a brand to an organisation. Learners develop a critical awareness of the importance of marketing communications to global branding.

Minimum intended module learning outcomes

On successful completion of this module, learners are able to:

1. Appraise the tasks involved in contemporary branding and marketing communications
2. Evaluate the scope of brand communications and analyse how branding communication tools should be utilised to their best effect
3. Summarise current online trends in global branding and marketing communications
4. Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives
5. Develop and justify a branding and marketing communications strategy using a variety of communication tools to reach an identified target audience

Information provided to learners about the module

Learners enrolled on this module initially receive a copy of the module descriptor, assessment briefs and assessment strategy. These materials are given directly by the lecturer but also by the year head as part of the Semester Schedule Handbook for award stage modules of the programme. All content is provided on Moodle as well as access to additional content through the library and online resources.

Module content, organisation and structure

Introduction

- Overview of Global Branding and Marketing Communications
- Role and ROI of Branding and Marketing Communications

- Understanding the Modern Audience

Brand Strategy

- Brand Development Strategy
- Brand Analysis
- Brand Crisis Management

Campaigns

- Campaign budgeting
- Planning
- Implementation
- Measurement
- Storytelling

Integrated Marketing Communications

- Advertising
- Sales Promotions and Direct Marketing of Global Brands
- Public Relations and Sponsorship
- Digital Marketing
- Social Media

Implementation

- Agency Briefing, Selection, Management and Evaluation
- Copyrighting and Brand Guidelines

Current Trends

- Relevant Contemporary Issues: Media Spend Shifting, Media Landscape, Ethics and Sustainability

Module teaching and learning (including formative assessment) strategy

Active learning is encouraged through participative style lectures and tutorials. Moodle, the college VLE, is used extensively and, in addition, individual based case study analysis, video analysis and core texts are used to ensure a broad coverage of the topics. Tutorial groups are also employed to facilitate discussion of certain topics in more depth. Guest lecturers from Irish and international brands are invited to speak to learners regarding the practical application of branding and communications.

In-class delivery includes videos, PowerPoint lecture notes and additional reading materials. While some traditional delivery of material takes place, learners are expected to be fully engaged, take notes and contribute to in-class discussions.

The tutorials require learners to engage in preparatory work which is made available through Moodle, in advance of each tutorial. The preparatory work forms the basis of in-class activity, with emphasis placed on interactive discussions, participative group work and

learning in class. Formative assessment is provided to learners through the use of case studies and short answer questions. In addition, in-class problems and discussions provide an opportunity for formative learning and feedback to be provided.

E-learning

Learners also have access to Moodle, the College's Virtual Learning Environment (VLE) where lecture notes, case studies and other relevant information including academic journal articles are uploaded each week and through which assignments can be submitted and individual feedback given to each learner. Online classes and seminars are provided for learners undertaking the 'Blended Learning' courses.

Reading lists and other information resources

- Belch, G.E. and Belch, M.A. (2018) *Advertising and Promotion, an Integrated Marketing Communications Perspective*. 11th Edition. New York. McGraw-Hill Higher Education.
- Clow, K.E. and Baack, D. (2018) *Integrated Advertising, Promotion and Marketing Communications*. 6th Edition. Harlow: Pearson Higher Education.
- Smith P.R. (2020) *SOSTAC guide to your perfect Digital Marketing Plan*. Amazon Self-Publishing.

Secondary Reading

- Fill, C. (2016) *Marketing Communications: Brands, Experiences and Participation*. 6th Ed. Harlow: Pearson Higher Education.
- Gabay, J. (2016) *Brand Psychology: Consumer Perceptions, Corporate Reputations*. London: Kogan Page.
- Meerman Scott, D (2017) *The new rules of Marketing and PR*, London. Wiley & Sons.
- Pullizi, J. and Rose, R. (2017) *Killing Marketing*. New York: McGraw Hill Education.
- Stephen, A.T. (2016) *The role of digital and social media marketing in consumer behaviour*. London: Elsevier.

Journals:

Journal of Consumer Behaviour
Journal of Consumer Marketing
European Journal of Marketing
Journal of Brand Management
Irish Marketing Review

Websites:

<http://www.warc.com/>

Booz Allen Hamilton <http://www.bah.com>

AdWorld <http://www.adworld.ie>

Institute of Advertising Practitioners in Ireland <http://www.iapi.ie>

Public Relations Institute of Ireland <http://www.prii.ie>

Advertising Standards Authority for Ireland <http://www.asai.ie>

Association of Advertisers Ireland <http://www.aai.ie>

Institute of Advertising Practitioners in Ireland <http://www.iapi.ie>

Marketing Week <http://www.marketingweek.co.uk>

Marketing Institute of Ireland <http://www.mii.ie>

AdWorld <http://www.adworld.ie>

AdWeek <http://www.adweek.com/>
Forbes <http://www.forbes.com>
Amarach Research <http://www.amarach.ie>
The Drum <http://www.thedrum.com/>

Additional Sources

Facebook Newsroom
Think with Google
Hootsuite.com
HubSpot Inc
Sandstar Communications

Module summative assessment strategy

The assessment for the module is divided between an individual piece of coursework weighted at 50%, with the remaining 50% of the marks been allocated to end-of-semester, closed-book examination.

Coursework typically entails case analysis of an existing brand and development of a recommended brand communication strategy. This requires learners to provide detailed solutions in the following areas: creative branding strategy, media strategy, planning and scheduling; implementation and an evaluation plan. Learners create a poster campaign using Canva or similar tool as part of their assignment.

The assessed work breakdown is indicated in the table below

No.	Description	Weighting
1	Examination	50%
2	Case study	50%