

Module	Brand Management
Course code	BABSH-BMM
Credits	5
Allocation of marks	40% Continuous Assessment
	60% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Demonstrate knowledge of the nature and processes of branding and brand management.
2. Evaluate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas.
3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions.
4. Formulate and justify brand development decisions
5. Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives.

Module Objectives

The development and management of brands is a key marketing activity, central to the rest of the marketing strategy. This module aims to develop learner's knowledge of branding frameworks, strategies and brandings role within business and society. By the end of this module learners should fully appreciate the value of a brand to an organisation.

Module Curriculum

Overview of Brand Management

- Brand Equity
- Brand identity and image, corporate identity.
- Functions of branding

Key Issues in Brand Development

- Types of brands
- Brand creation.
- Brand extensions.
- Brand portfolios.

Brand Analysis

- The brand audit.
- Interbrand and BrandZ classifications and methodologies

Creating Brand Equity

- Customer based brand equity
- Sources of brand equity
- Building a strong brand
- Branding and corporate reputation

Brand Strategy Implementation

- Brand Communities
- Implications for communications
- Managing brand portfolios
- Brand Culture
- Branding and Society