

Module	Brand and Marketing
Course code	BAFDH-BM
Credits	5
Important notes	Available for semester abroad students
Allocation of marks	100% Continuous assessment

Module aims and objectives

This module provides learners with an understanding of the role and principles of marketing for a start-up business. The learners will appreciate when and how marketing is applied in the creative industries, learn about market segmentation, targeting and positioning and assist learners to analyse all aspect of the traditional marketing mix. Learners will conduct basic marketing research, analysis and learn how to apply research findings to specified business projects. The module enables learners to articulate and interact with audiences, effectively communicating ideas and work in a range of situations.

The objectives are to give learners a broad understanding of the key marketing concepts and practices in the creative industries environment. This subject area introduces the foundations of marketing principles and roles, providing an overview of the nature and scope of branding and its role in successful creative business strategies.

Minimum intended module learning outcomes

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

1. Understand the nature and role of marketing in a business, with particular emphasis on the their area of study, fashion/interiors/ design communications/ animation/gaming
2. Identify the environmental variables that must be considered in developing a marketing plan and their implications for their creative field of study
3. Appreciate key marketing decision areas such as segmentation, targeting and positioning
4. Engage with appropriate marketing mix for a Creative brand and exercise discernment in making branding decisions
5. Articulate the content of the marketing plan in visual, oral and written forms.

Rationale for inclusion of the module in the programme and its contribution to the overall IPLOs

The module gives learners a broad understanding of the key marketing concepts and practices in the creative industries environment.

The learning outcomes of this module underpin some of the learning to be applied in other modules and so contribute to some of the Intended Programme Learning Outcomes. The module learning outcomes are aligned with Programme Learning Outcome no: 6 and 11.

Information provided to learners about the module

Learners will receive a module handbook to include module descriptor, module learning outcomes (MLO), class plan, assignment briefs, assessment strategy and reading materials etc.

Module content, organisation and structure

CLASS PLAN/ MODULE CURRICULUM		
Semester 1 / Week no	Topic No	Topic Name
1.1	1	Introduction to Module and Assignments
1.2	2	Market Research - Importance of Research , Sources of Information , Research methodologies
1.3	3	Marketing Overview – an introduction to the principles of marketing; the development of modern marketing; understanding the marketing environment.
1.4	4	The Marketing Plan- Uses of a marketing plan, Content of a marketing plan
1.5	5	Consumer Buying Behaviour – understanding consumer buying behaviour; the stages of the consumer buying decision process; consumer behaviour models.
1.6	6	Marketing Strategies – market analysis; competitor analysis; industry structure; types of competition; marketing objectives; competitive strategies; the marketing planning process.
1.7	7	Market Research – Marketing information; market research – its role and importance; The marketing research process; types of market research; how to do market research.
1.8	8	Segmentation, Targeting and Positioning - the purpose of segmentation; Defining market segmentation, targeting and positioning; the main methods of segmenting markets; identifying market coverage strategies.
1.9	9	The Marketing Mix: identifying elements of the marketing mix - product, price, place, promotion; the product life cycle; new product development; understanding brands; packaging and labelling.
1.10	10	Branding: Understanding the importance of branding, branding options and strategies, the benefits of branding for brands and consumers.
1.11	11	Market planning: for Social Media
1.12	12	Review

Module physical resource requirements

Requirements are for a fully equipped PC lab for 60 learners. The PC lab is equipped with software to include adobe, Microsoft office, Photoshop, InDesign, Autodesk, Sketch Up and Revit, and an overhead projector. The PC lab is available to learners outside of contact teaching hours, to facilitate group assignment tasks and supports peer to peer learning.

Reading lists and other information resources

- Kapferer, J.N. 2012. *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*. 5th Ed. Kogan Page
- Keller, K.L. 2015. *Strategic Brand Management; Building, Measuring, and Managing Brand Equity*. 5th Ed. Trans-Atlantic Publications.