

**BUS020N525A**

**Module Convenor:  
Branding**

**Module Booklet  
June 2022**

## **OUTLINE**

This module introduces you to the key theories and practices of branding in contemporary society. The module examines what brands are and the challenges they are facing nowadays, as well as fundamental concepts in brand management including consumer-based brand equity, brand elements, brand positioning, brand communications, brand experience, brand extensions, brand architecture, and corporate branding. To do so, the module combines traditional lectures with interactive in-class exercises, in-class discussions, a guest speaker, and field trips.

The assessment for this module consists of an individual business report on a brand you have chosen. This must be a brand, of any type, that is currently facing an image issue (e.g., not clear what it stands for, perceived as old-fashioned and out-of-date). This will help develop your understanding of key branding theories and practices in contemporary society. You will be able to recognise specific challenges in branding and understand how to respond to them through the identification of appropriate conceptual and practical tools

Who will be teaching you?

**Your Module Tutor is:**

**Where will your seminars take place?**

Unless otherwise stated, your seminars are held **Monday – Thursday from 9AM to 1PM** in **Queens Building to be determined**

For directions: Please see the Campus Map.

**When will you receive feedback on your work?**

You will be discussing key texts and sharing your own work for both peer and tutor feedback. You will study case studies, relevant research, undertake self-assessments, quizzes, discussions and debates in small groups, with your whole seminar class. You will receive feedback from your seminar tutor for your formative assessment.

**How will you be assessed?**

The assessment for this module takes the form of an individual report (3000 words). You will have to present the brand and its image issue, analyse its current brand positioning and consumer-based brand equity, as well as develop managerial recommendations to help the brand overcome its image issue.

## TIMETABLE

Day	DATES	Lesson Title	Key Texts
1		<b>Introduction to the Module: Brands, brand elements, and branding</b>	<p><b>Core reading</b></p> <ul style="list-style-type: none"> <li>Keller, K.L. and Swaminathan, V. (2020) <i>Strategic brand management</i>. New York: Pearson, <u>Chapters 1 and 4</u>.</li> </ul> <p><b>Further reading</b></p> <ul style="list-style-type: none"> <li>Brown, S. (2016), <i>Brands and branding</i>, Sage, London, <u>Chapters 2, 3, and 4</u>.</li> </ul>
2		<b>Brand image, identity and associations. Brand Report Assessment Briefing</b>	<p><b>Core reading</b></p> <ul style="list-style-type: none"> <li>Assessment brief</li> <li>“Good versus better assignment”</li> </ul> <p><b>Further reading</b></p> <ul style="list-style-type: none"> <li>Nandan, S. (2005) ‘An exploration of the brand identity-brand image linkage: A communications perspective’, <i>Journal of Brand Management</i>, 12(4), pp. 264-278.</li> <li>Zarantonello, L., and Pauwels-Delassus, V. (2015) <i>The handbook of brand management scales</i>. London: Routledge, <u>Chapters 1, 2, and 3</u>.</li> </ul>
3		<b>Brand positioning and consumer-based brand equity (CBBE)</b>	<p><b>Core reading</b></p> <ul style="list-style-type: none"> <li>Keller, K.L. and Swaminathan, V. (2020) <i>Strategic brand management</i>. New York: Pearson, <u>Chapter 2</u>.</li> </ul>
4		<b>Models of consumer-based brand equity (CBBE)</b>	<p><b>Core reading</b></p> <ul style="list-style-type: none"> <li>Keller, K.L. &amp; Swaminathan, V. (2020) <i>Strategic Brand Management</i>. New York: Pearson, <u>Chapter 3</u>.</li> </ul> <p><b>Further reading</b></p> <ul style="list-style-type: none"> <li>Aaker, D.A. (1996) ‘Measuring brand equity across products and markets’, <i>California Management Review</i>, 38(3), pp. 102-120.</li> <li>Zarantonello, L., and Pauwels-Delassus, V. (2015) <i>The handbook of brand management scales</i>.</li> </ul>

			London: Routledge, <u>Chapters 10 and 11.</u>
5		<b>Brand communication</b>	<p><b>Core reading</b></p> <ul style="list-style-type: none"> <li>• Keller, K.L. and Swaminathan, V. (2020) <i>Strategic brand management</i>. New York: Pearson, <u>Chapters 6 and 7.</u></li> </ul> <p><b>Further reading</b></p> <ul style="list-style-type: none"> <li>• Tybout, A.M. and Calkins, T. (2019) <i>Kellogg on branding in a hyper-connected world</i>. Hoboken, NJ: Wiley, <u>Chapter 22.</u></li> </ul>
6		<b>Secondary brand associations</b>	<p><b>Core reading</b></p> <ul style="list-style-type: none"> <li>• Keller, K.L. &amp; Swaminathan, V. (2020) <i>Strategic Brand Management</i>. New York: Pearson, <u>Chapter 8.</u></li> </ul> <p><b>Further reading</b></p> <ul style="list-style-type: none"> <li>• Bergkvist, L. and Taylor, C.R. (2016) 'Leveraged marketing communications: a framework for explaining the effects of secondary brand associations', <i>AMS Review</i>, 6(3), pp. 157-175</li> </ul>
7		<b>Brand experience Field Trip</b>	<p><b>Core reading</b></p> <ul style="list-style-type: none"> <li>• Keller, K.L. and Swaminathan, V. (2020) <i>Strategic brand management</i>. New York: Pearson, <u>Chapter 5 (pp. 180-186).</u></li> </ul> <p><b>Further reading</b></p> <ul style="list-style-type: none"> <li>• Schmitt, B., and Zarantonello, L. (2013) 'Consumer experience and experiential marketing: a critical review', in Naresh K. Malhotra (ed.), <i>Review of Marketing Research</i>, 10, Emerald Group Publishing Limited, pp. 25-61.</li> <li>• Zarantonello, L., and Pauwels-Delassus, V. (2015) <i>The handbook of brand management scales</i>. London: Routledge, <u>Chapters 7 and 8.</u></li> </ul>

8		<b>Brand extensions</b>	<p><b>Core reading</b></p> <ul style="list-style-type: none"> <li>• Keller, K.L. and Swaminathan, V. (2020) <i>Strategic brand management</i>. New York: Pearson, <u>Chapter 13</u>.</li> </ul>
9		<b>Brand architecture and corporate branding</b>	<p><b>Core reading</b></p> <ul style="list-style-type: none"> <li>• Keller, K.L. and Swaminathan, V. (2020) <i>Strategic brand management</i>. New York: Pearson, <u>Chapter 12</u>.</li> </ul> <p><b>Further reading</b></p> <ul style="list-style-type: none"> <li>• Aaker, D.A., &amp; Joachimsthaler, E. (2000), "The brand relationship spectrum: the key to the brand architecture challenge", <i>California Management Review</i>, 42(4), 8-23.</li> <li>• Balmer, J.M.T., &amp; Gray, E.R. (2003), "Corporate brands: what are they? What of them?", <i>European Journal of Marketing</i>, 37(7/8), 972-997.</li> </ul>
10		<b>Revision (Recap of Module)</b>	
11			
12		<b>Assessment Submission (Date TBC)</b>	