Brands have increasingly become a focus of marketing activity with some arguing that marketers no longer make products rather they create brands. This module will examine the development of brands and their management from different disciplinary perspectives spanning the social sciences. Theoretical insights from these perspectives will be used to critically evaluate current brand campaigns, the role of marketing communications in effectively delivering these campaigns, and the central place of these campaigns in daily life.

**Module-Specific Skills.** On completion of this module students will be able to:
- understand the managerial significance of branding in a competitive marketplace and how branding can be located within a broader framework of marketing and business strategy.
- understand and apply core branding principles and communication theories and recognise their role and importance in brand management and marketing management decision-making.
- develop brand management and communications strategies to meet marketing objectives

**Discipline-Specific Skills.** On completion of this module students will be able to:
- analyse and critically evaluate the branding and communications strategies pursued by organisations in different types of markets (product, service, global etc.)
- recognise the importance of studying branding and marketing communications from an interdisciplinary social science perspective.

**Personal and Key Skills:** Students will have the opportunity to develop:
- writing skills
- independent study skills
- researching skills
- critical reflexivity towards the subject matter.

**LEARNING/TEACHING METHODS**
Classes will consist of a mixture of formal lectures, workshops, student-led seminar sessions as well as directed private group and individual study.

**ASSIGNMENTS AND ASSESSMENT**
Students each select a different brand from a market they have analysed and are required to write a 1500-word essay, worth 50% of the total mark.
Students will also sit a 1 hour short answer exam paper, also worth 50% of the total mark.

**SYLLABUS PLAN**
Topics to be covered include:
1. History of branding;
2. Psychological perspectives on branding
3. Developing brand equity
4. Brand Management
5. Sociological Perspectives on branding
6. Iconic Brands
7. Communicating brands in a global context.

**INDICATIVE BASIC READING LIST**

**DATE OF LAST REVISION:** Accredited 21 August 2008  RC