

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

<b>Course</b>	<b>BACHELOR OF ARTS (HONOURS) FASHION MARKETING (UNIVERSITY OF NORTHAMPTON)</b>
Module Title	Brand Management
Module Syllabus no. (if any)	MKT2006
Year offered	2018
Start date	February 2018 / September 2018
End date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>✓ Be familiar with the current debates over the nature and processes of branding and strategic brand management.</li> <li>✓ Be aware of and be able to analyse the parameters of brand management- brand equity and identity.</li> <li>✓ Be aware of and be able to analyse the major components that contribute to creating and sustaining brand equity long term.</li> </ul> <p><b>Subject - specific Skills</b></p> <ul style="list-style-type: none"> <li>✓ Locate academic literature and sources of applied data appropriate to the study of brand management.</li> <li>✓ Interpret the literature, showing an ability to select, understand and make use of key models and frameworks appropriate for analysing and evaluating the nature of brand management.</li> <li>✓ Present an argument in a clear, logical and coherent form, drawing on relevant theoretical and applied material in the field of brand management.</li> </ul> <p><b>Key Skills</b></p> <ul style="list-style-type: none"> <li>✓ Learning to learn: Display reasoning, critical thinking and evaluative skills, carry out individual and group-based assignments effectively.</li> <li>✓ Communications: Present information, ideas and viewpoints effectively in written and verbal form. Explain concepts and theories clearly and cogently and create and sustain a substantial argument.</li> <li>✓ Group work: Work effectively as a team member and facilitator and produce effective outputs from group work</li> <li>✓ Problem solving: Criticise and evaluate a range of concepts and theories relevant to the study of brand management. Apply concepts, principles and analytical techniques to the analysis of complex problems. Articulate and evaluate alternative strategies for their solution.</li> </ul>
No. of teaching hours	Lectures and seminars: 48 hours Preparation and reading: 76 hours 2 x individual assignments: 50 hours

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	Skills development: 26 hours Total: 200 hours
Teaching Methods	This module comprises of lecture and seminar. Lectures will be used to introduce students to ideas and concepts regarding the nature and key issues of brand management. Seminars will be used to follow up ideas developed and evidence presented in the lectures and to explore the practical issues relating to brand management, enabling students to relate theoretical/ academic ideas to the real world.
Assessment Methods and Weighting	AS1- assignment (2,000 words) / 50% AS2- assignment (3,000 words) / 50%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of examinations, major assessments and assignments	Please refer NILE at: <a href="https://nile.northampton.ac.uk">https://nile.northampton.ac.uk</a>
Recommended Text	Strategic brand management: a European perspective - Keller, Kevin Lane, Apéria, Tony, Georgson, Mats, Financial Times Prentice Hall, 9780273737872
Additional reference texts (if any)	<ul style="list-style-type: none"> <li>• Creating powerful brands - De Chernatony, L., McDonald, Malcolm, Wallace, Elaine, Butterworth-Heinemann, 9781856178495</li> <li>• The new strategic brand management: advanced insights and strategic thinking - Kapferer, Jean-Noël, Kogan Page, 9780749465155</li> </ul>
Additional Remarks (if any)	-

Lesson No.	Syllabus / Content
1	The module explores the concept and practice of branding in its totality
2	The module explores the concept and practice of strategic brand management in its totality.
3	The module uses case studies of brands from throughout the world, and pays particular attention to the development of global brands. The module is divided up into two parts.
4	The first part enables course members to develop an understanding of branding and explores the concepts of brand equity, brand identify
5	The parameters of branding (meaning, differences, memory, contract, signs of quality)
6	Obstacles, implications, service brands, luxury brands and the logic of co-branding, brand potential, identify and image
7	The second part of the module explores brand management and the key issues facing organisations
8	launching new brands, sustaining a brand long term, adapting to the market: identify versus change, brand architecture - portfolio, brand extension, mullet-brands, brand names, decline, aging and revitalisation, global brands, and brand valuation

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