

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business with Marketing Awarded by Teesside University
Module Title	Brand Management
Module Syllabus No. (if any)	MAR2030-N
Content	Brand creation and effective brand management are regarded as essential for success in the marketing and business context. This module aims to explore key branding concepts and allow for their application to various sector specific examples with a view to investigating the necessary principles for effective brand marketing, including that of appropriate brand development. Alternative definitions of branding are analyzed before placing the focus predominantly on consumer markets whereby the relationship between brands and consumers is considered; the social and cultural context will be explored. Brand marketing issues such as brand identity, brand positioning, brand planning and brand development will be studied, as will the key challenges and technologies facing brands. Examples from different industries will be frequently referenced to demonstrate the importance of the brand in terms of creating a differentiated and meaningful image in a dynamic and complex sector.
No. of Teaching Hours	30
Teaching Methods	Lectures, workshops, discussions
Assessment Methods and Weightages	This module is assessed via an ECA 100% 3000-word individual brand development report based on a choice of companies provided by the academic tutor.
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Creating powerful brands in consumer, service and industrial markets 9781856178495 De Chernatony, L.; McDonald, Malcolm; Wallace, Elaine 2010 - 4th ed
Additional Reference Texts (if any)	
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Adopt a professional approach to tasks when analysing the market environment. Make evidence-based decisions when considering consumer needs and brand development.
2	Demonstrate intellectual coherence, adaptability, and openness with digital technology in business in general and marketing in particular
3	Demonstrate a comprehensive understanding of the dynamic and changing nature brands in a global market. Develop the skills needed to apply relevant analytical tools and frameworks within global and local marketing contexts
4	Display a critical knowledge of underlying principles of marketing theories, together with their implications for marketing practice
5	Recognise and apply the ethical considerations and constraints that underpin best practice in marketing and business related areas.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

AMITY GLOBAL INSTITUTE

6	Explore and effectively utilise various marketing intelligence and data to enhance a brand.
7	Adopt a creative and practical approach to effective brand management
8	Understand and use the ethical codes of the Advertising/ Marketing and related business professions.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.