

# Unit 41: Brand Management

**Unit code** F/508/0600

**Unit level** 5

**Credit value** 15

---

## Introduction

This unit gives students a comprehensive overview of brand management – starting with why brands are so important and how they are formed, through to measuring brand value and managing a portfolio of brands over time.

The unit is designed and structured to give students an end-to-end understanding of brand management. It explores a range of tools and techniques that can be employed to maximise brand value, while looking at a number of case studies that contextualise information within real-world examples to aid understanding of how effective brand management can be achieved.

## Learning Outcomes

By the end of this unit a student will be able to:

- 1 Demonstrate an understanding of how a brand is built and managed over time.
- 2 Analyse how brands are organised in portfolios and how brand hierarchies are built and managed
- 3 Evaluate how brands are leveraged/extended over time domestically and internationally.
- 4 Evaluate techniques for measuring and managing brand value over time.

## Essential Content

### LO1 **Demonstrate an understanding of how a brand is built and managed over time**

#### *Building brands:*

Present an overview of brands and how they are developed, the use of the brand pyramid.

The advantages of branding for organisations, consumers and intermediaries.

What is brand equity?

How do organisations develop and grow brand equity?

The role of marketing in building brand equity and brand positioning and techniques.

#### *Managing a brand over time:*

How to strengthen brand equity, brand extensions, reinforcing and revitalising brands through innovation.

Overcoming brand crisis, transmedia branding and specific communication strategies for recovering and restoring a brand.

Interacting with customers: exploiting converging technologies to engage customers.

### LO2 **Analyse how brands are organised in portfolios and how brand hierarchies are built and managed**

#### *Portfolio and hierarchy management:*

Brand portfolio strategies, including the house of brands and branded property models.

Hierarchy building: corporate branding, umbrella branding, family branding, endorsed sub brands and individual product branding.

How brand equity is built at different levels of the hierarchy.

Using the customer based brand equity model to develop and manage brands.

The use of market research as a key brand management tool.

**LO3 Evaluate how brands are leveraged/extended over time domestically and internationally**

*Brand extension and leverage:*

Brand extension approaches and strategies.

'Fit and leverage' in brand extensions.

Determine the different ways that brands can be reinforced and revitalised.

Brand collaborations and partnerships.

Global branding and positioning.

**LO4 Evaluate techniques for measuring and managing brand value over time**

*Measuring and managing brand value:*

Different brand measurement techniques for measuring brand awareness, market share, consumer attitudes and purchasing intent.

Brand equity audit and management and brand tracking techniques.

The relationship between branding and finance.

The concept of brand value and different approaches: cost, market based and financial based methods to brand valuation.

## Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<b>LO1</b> Demonstrate an understanding of how a brand is built and managed over time		<b>LO1, LO2, LO3 and LO4</b> <b>D1</b> Provide a critical evaluation that is supported by justified evidence demonstrating a comprehensive understanding of branding within an organisational context.
<b>P1</b> Explain the importance of branding as a marketing tool and why and how it has emerged in business practice. <b>P2</b> Analyse the key components of a successful brand strategy for building and managing brand equity.	<b>M1</b> Evaluate how brands are managed successfully over time using application of appropriate theories, models and concepts. <b>M2</b> Apply appropriate and validated examples within an organisational context.	
<b>LO2</b> Analyse how brands are organised in portfolios; how brand hierarchies are built and managed		
<b>P3</b> Analyse different strategies of portfolio management, brand hierarchy and brand equity management.	<b>M3</b> Critically analyse portfolio management, brand hierarchies and brand equity using appropriate theories, models and frameworks.	
<b>LO3</b> Evaluate how brands are leveraged/extended over time domestically and internationally		
<b>P4</b> Evaluate how brands are managed collaboratively and in partnership both at a domestic and global level.	<b>M4</b> Critically evaluate the use of different techniques used to leverage and extend brands.	
<b>LO4</b> Evaluate techniques for measuring and managing brand value over time		
<b>P5</b> Evaluate different types of techniques for measuring and managing brand value using specific organisational examples.	<b>M5</b> Critically evaluate application of techniques for measuring and managing brand value in relation to developing a strong and enduring brand.	

## Recommended Resources

### Textbooks

AAKER, D. (2011) *Brand Relevance: Making Competitors Irrelevant*. 1st Ed. San Francisco: Jossey Bass.

KAPFERER, J. (2012) *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*. 5th Ed. London: Kogan Page.

KELLER, K (2015) *Strategic Brand Management: Global Edition*. 4th Ed. Harlow: Pearson.

WHEELER, A. (2012) *Designing Brand Identity: An essential guide for the whole branding team*. 4th Ed. Holboken NJ: Wiley and Sons.

### Links

This unit links to the following related units:

*Unit 2: Marketing Essentials*

*Unit 22: Product and Service Development*

*Unit 23: Integrated Marketing Communications*

*Unit 37: Consumer Behaviour and Insight*

*Unit 38: Customer Value Management*