

Unit 51: Brand Management

Unit code	L/618/5134
Unit level	5
Credit value	15

Introduction

Branding is the first thing that customers recall, so it is important to perfect it. Having a memorable and distinctive brand design really can achieve new relationships with consumers. Brand designers are experts in crafting a bespoke image to suit the company and convey the right message on every level. Brand managers manage the customer's brand association and purchasing process relationship. Brand management is an important aspect of marketing and boosts product value for any business.

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. Students will explore a range of tools and techniques that can be employed to maximise brand value. They will look at a number of case studies that contextualise information in 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:

- LO1 Analyse how a brand is built and managed over time
- LO2 Create a brand portfolio strategy to organise portfolios and manage brand hierarchies
- LO3 Evaluate how brands are leveraged/extended over time domestically and internationally
- LO4 Apply techniques for measuring and managing brand value over a period of time.

Essential Content

LO1 Analyse how a brand is built and managed over time

Building brands:

Brand development, applying the product lifecycle and the use of the brand pyramid.

The advantages of branding for organisations, consumers and intermediaries.

Defining brand equity.

Strategies that organisations use to develop and grow brand equity.

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

Managing a brand over time:

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

Brands that have failed or disappeared because of disruptive 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 Create a brand portfolio strategy to organise portfolios and manage brand hierarchies

Portfolio strategy:

The purpose of a brand portfolio strategy.

Deliverables of a brand portfolio strategy, e.g. synergy, leverage, clarity, differentiation.

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

Hierarchy management:

Hierarchy building, e.g. corporate branding, umbrella branding, family branding, endorsed sub-brands, individual product branding.

Brand changes to the marketing mix to meet localised and international needs.

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 Apply 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, e.g. good brand publicity increases awareness and sales vs adverse brand publicity, which can affect value and reputation.

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
LO1 Analyse how a brand is built and managed over time		LO1, LO2, LO3 and LO4 D1 Provide a critical evaluation that is supported by justified evidence demonstrating a comprehensive understanding of branding in an organisational context.
P1 Explain the importance of branding as a marketing tool and why and how it has emerged in business practice. P2 Analyse the key components of a successful brand strategy for building and managing brand equity.	M1 Evaluate how brands are managed successfully over time, using application of appropriate theories, models and concepts. M2 Apply appropriate and validated examples in an organisational context.	
LO2 Create a brand portfolio strategy to organise portfolios and manage brand hierarchies		
P3 Create a brand portfolio strategy for portfolio, brand hierarchy and brand equity management.	M3 Design a brand portfolio strategy that provides synergy and co-ordination to maximise returns and build equity in markets.	
LO3 Evaluate how brands are leveraged/extended over time domestically and internationally		
P4 Evaluate how brands are managed collaboratively and in partnership at both domestic and global level.	M4 Critically evaluate the use of different techniques used to leverage and extend brands.	
LO4 Apply techniques for measuring and managing brand value over time.		
P5 Select different types of techniques for measuring and managing brand value, for specific organisational examples.	M5 Evaluate effectiveness of techniques for measuring and managing brand value in relation to developing a strong and enduring brand.	

Recommended Resources

Textbooks

KELLER, K. (2019) *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. 4th Ed. Harlow: Pearson.

ROSENBAUM-ELLIOT, R. et al (2018) *Strategic Brand Management*. 4th Ed. Oxford: Oxford University Press.

WHEELER, A. (2017) *Designing Brand Identity: An Essential Guide for the Whole Branding Team*. 5th Ed. Holboken NJ: Wiley and Sons.

Websites

www.hubspot.com	HubSpot Business and marketing resources (General reference)
www.marketingdonut.co.uk	Marketing Donut Branding (General reference)
www.marketingprofs.com	MarketingProfs Topic (General reference)
www.onemarketing.co.uk	One Marketing Resources Useful brand resources (General reference)

Links

This unit links to the following related units:

Unit 2: Marketing Processes and Planning

Unit 48: Customer Value Management

Unit 52: Product and Service Development