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.
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<th>Learning Outcomes and Assessment Criteria</th>
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<tr>
<td><strong>Pass</strong></td>
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<tr>
<td><strong>LO1</strong> Demonstrate an understanding of how a brand is built and managed over time</td>
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<td><strong>P1</strong> Explain the importance of branding as a marketing tool and why and how it has emerged in business practice.</td>
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<td><strong>P2</strong> Analyse the key components of a successful brand strategy for building and managing brand equity.</td>
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<td><strong>LO2</strong> Analyse how brands are organised in portfolios; how brand hierarchies are built and managed</td>
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<td><strong>P3</strong> Analyse different strategies of portfolio management, brand hierarchy and brand equity management.</td>
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<td><strong>LO3</strong> Evaluate how brands are leveraged/extended over time domestically and internationally</td>
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<td><strong>P4</strong> Evaluate how brands are managed collaboratively and in partnership both at a domestic and global level.</td>
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<td><strong>LO4</strong> Evaluate techniques for measuring and managing brand value over time</td>
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<td><strong>P5</strong> Evaluate different types of techniques for measuring and managing brand value using specific organisational examples.</td>
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Recommended Resources


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