Module code: MOD007663	Version: 1 Date Amended: 16/Jul/2020

1. Module Title
Personal and Digital Branding

2a. Module Leader
Katie Louise Leggett

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
7

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	**Module Code**	**Module Name**	**Condition**
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	MSc Brand Management; MSc Brand Management (with placement) and MA Management Development [framework award]		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
There are many types of brand, and personal branding applies to each and every one of us. One of the most noticeable places that we present our personal brand is on social media, where we have a persona that we choose to show the world. Some manage to make their living from this persona and social media influencers will be explored in this module. Celebrity will also be a key topic, as this is the ultimate in personal branding, the level of celebrity and the thinning of the distinction between micro and traditional celebrities will be explored. How these personal brands can be used to market products and services will also be a central theme in this module, and the associated marketing strategies will be examined. At the end of this module, you'll have a clear understanding as to the development and maintenance of personas and how to communicate this effectively to the audience. This module enables you to develop your knowledge in marketing, including technical and professional knowledge and be able to use this to identify promotional opportunities. .

6b. Outline Content
How digital has changed branding, value and content, considering the user journey, objectives and authenticity, social media, search and mobile, measuring digital branding, mediated persona, celebrity types, networks and power, celebrity endorsement.

6c. Key Texts/Literature
The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources
None

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Recognise how the digital environment has effected branding
2	Knowledge and Understanding	Examine the role of trust and authenticity in the effectiveness of personal and digital branding
3	Knowledge and Understanding	Appraise the techniques employed by celebrities vs influencers in order to build personal brand and influence over consumers
4	Intellectual, practical, affective and transferrable skills	Critique the effectiveness of various digital branding strategies
5	Intellectual, practical, affective and transferrable skills	Investigate how new developments in the digital environment have influenced strategies and their potential outcomes
6	Intellectual, practical, affective and transferrable skills	Develop an appropriate digital branding strategy in order to enhance a brand

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	28	1-6	1 x 20 minute screencasts per week over 12 weeks making minimum of 4 hours Followed by; 1 hr Tutorials (face-to-face, with a SSR of 100:1) per 12 weeks Followed by; 1 hr Workshops (face-to-face, with a SSR of about 25:1) per 12 weeks
Student managed learning	272	1-6	Reading, session preparation, assessment preparation, research, writing. Including time spent on online community (e.g. padlet, which will be moderated weekly or about 40 minutes per week by module leader
TOTAL:	300		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	2 3	30 (%)	Fine Grade	40 (%)

2000 word case study

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	1 4 5 6	70 (%)	Fine Grade	40 (%)

10 minutes group presentation with a supporting 3000 word group report

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In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]