Module code: MOD007664	Version: 1 Date Amended: 16/Jul/2020

1. Module Title

Branding for the Future

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

You'll critically and creatively analyse the nature of brands and explore how the changing environment and innovations effect their impact, including looking at how brands face the challenge of disruptive innovations and their response in order to continue to compete with their competition. You'll also look at how brands face increasing ethical and sustainable challenges as consumers reject conspicuous consumption.

You'll finish with a clear understanding as to the development and sustainability of brands and how to communicate the brand value proposition effectively to the consumers. This module enables you to develop your critical and innovative thinking alongside knowledge in marketing, including technical and professional knowledge to identify business trends and entrepreneurial opportunities.

6b. Outline Content

Brand Value Proposition, Managing the Brand Experience, Brand Development in an interactive marketplace, Sustainability and brands, Luxury Brands and Sustainable Development, Brands in Society, Brand revitalisation, Role of brands in managing innovations

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	Explain relevant concepts and models relating to brand value proposition;
2	Knowledge and Understanding	Critique the difference in sustainability challenges across different types of brands
3	Knowledge and Understanding	Critically evaluate sustainability issues surrounding the development and maintenance of brands;
4	Intellectual, practical, affective and transferrable skills	Investigate the role of branding in society today
5	Intellectual, practical, affective and transferrable skills	Examine new innovations and to appraise their potential application to a firm
6	Intellectual, practical, affective and transferrable skills	Learn how to utilise new innovations and think creatively to formulate solutions

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	Practical	2 3 4	30 (%)	Fine Grade	40 (%)

Individual and Group TBL assessments

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	1 3 5 6	35 (%)	Fine Grade	40 (%)

Group Presentation 15 mins inc 5 min Q&A

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
012	Coursework	1 3 5 6	35 (%)	Fine Grade	40 (%)

Individual justification of proposal with reflection (2,000 words)

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]