

Module Specification:

Managing Brands

Managing Brands is a 17-credit elective module which sits within the suite of Level 6 modules.



To gain the CIM Level 6 Diploma in Professional Marketing a pass in both mandatory modules plus one elective module is required.

If studied as a standalone module, an individual award can be achieved.

Aim of the module

This module enables you to take a strategic approach to branding at a product/service level so that it is consistent with the corporate brand and impacts reputation positively. You will gain the skills to establish and position brand strategy, and also manage the brand so it continues to deliver the brand promise. You will also be able to ensure the success of the brand through adequate resourcing and monitor and maintain the brand in the long term.

Module structure

The module comprises three units of two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of assignment. The assessment will require submission of an assignment based on a scenario and an organisation of choice.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Managing Brands module content which follows.

CIM Level 6 Diploma in Professional Marketing Qualification Specification

Please refer to the CIM Level 6 Diploma in Professional Marketing Qualification Specification for all other information relating to the CIM Level 6 Diploma in Professional Marketing including:

- CIM Professional Marketing Competencies
- The Level 6 qualification structure
- Who it is for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it is assessed – assessment methodology
- How the assessment is delivered and when
- How it is graded
- When are results issued?
- Module specifications
- What we mean by command words

Module Content: Managing Brands (elective)

Level 6	Credit value: 17	Total Qualification Time: 170 hours Guided Learning Hours: 150 hours
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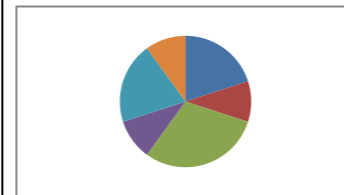
Purpose statement

This module develops the concepts of brand promise through brand strategy and effective management of the brand. The module covers three units: the first unit develops knowledge of branding concepts, value positioning and strategy; the second unit covers the development of brand identity and successful brand strategy; and the third unit is about the application of techniques to evaluate and manage resources and metrics to deliver a successful branding plan.

Assessment

Organisation based assignment

Module weighting



LO 1 – 15% weighting
LO 2 – 15% weighting
LO 3 – 15% weighting
LO 4 – 20% weighting
LO 5 – 15% weighting
LO 6 – 20% weighting

Overarching learning outcomes

By the end of this module learners should be able to:

Brand Strategy

- Understand how brands are defined and positioned to add value to organisations
- Assess the elements of brand strategy

Brand Management

- Understand the factors that drive brand identity and success
- Develop a brand plan to deliver the brand strategy

Brand Metrics

- Apply a range of techniques to manage the resources to deliver the brand plan
- Interpret brand metrics and adapt the brand plan for continuous improvement

Unit 1: Brand Strategy

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
1. Understand how brands are defined and positioned to add value to organisations	1.1 Appraise the elements that define brands	<ul style="list-style-type: none"> • Elements - <ul style="list-style-type: none"> ○ Promise ○ Perception ○ Trust ○ Values ○ Voice ○ Personality • Soft and hard brands • Brand architecture • Product branding and services/customer experience branding
	1.2 Assess the relationship between the customer and the positioning of the brand	<ul style="list-style-type: none"> • Customer motivation • Customer journey • Brand touch points
	1.3 Evaluate ways in which digital techniques can be used to improve brand positioning	<ul style="list-style-type: none"> • Brand objectives • Relationships with customers • Positioning attributes • Personalisation
2. Assess the elements of brand strategy	2.1 Appraise the elements that combine to form a brand strategy	<ul style="list-style-type: none"> • Purpose • Consistency • Emotional impact • Brand activation
	2.2 Assess the importance of using marketing tools to develop a brand strategy	<ul style="list-style-type: none"> • Targeting • Competitor analysis • Product/service mix • Digital tools and media • Positioning perceptions

Unit 2: Brand Management

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
3. Understand the factors that drive brand identity and success	3.1 Analyse the qualities of the organisation that set them apart from the competition	<ul style="list-style-type: none"> • Brand relationship to organisational vision, mission and organisational behaviour • Brand personality, profile and positioning • Relationships with employees and customers
	3.2 Assess the effectiveness of the corporate brand.	<ul style="list-style-type: none"> • Factors that support the creation of a brand identity and image • Brand value • Brand equity
	3.3 Evaluate how brand identity is reinforced within an organisation	<ul style="list-style-type: none"> • External and internal branding activity • Managing the brand portfolio
4. Develop a brand plan to deliver the brand strategy	4.1 Create a brand plan	<ul style="list-style-type: none"> • Objectives • Pricing strategy • Distribution • Market share and retention plan • Campaigns • Synergy with organisational marketing plan
	4.2 Discuss barriers to brand building and how they might be overcome	<ul style="list-style-type: none"> • Market conditions • Resource management • Licensing/Trademarks/Global legislation
	4.3 Assess how well data is converted to insight to improve the brand plan	<ul style="list-style-type: none"> • Marketing tools • Market research and evaluation techniques • Reliable information sources • Analytical techniques

Unit 3: Brand Metrics

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
5. Apply a range of techniques to manage the resources to deliver the brand plan	5.1 Analyse the human and physical resources needed to support the brand plan	<ul style="list-style-type: none"> • Culture • Skills • Outsourcing vs in-house • Global vs Local control of brand • Budget
	5.2 Reflect on the effectiveness of the contribution of brand management on corporate reputation	<ul style="list-style-type: none"> • Identity and image • Crisis management • Positive and negative impact on corporate reputation • Maximising resources to achieve brand objectives
6. Interpret brand metrics and adapt the brand plan for continuous improvement	6.1 Assess the outcomes of a range of brand metrics to determine the performance of the brand	<ul style="list-style-type: none"> • Behaviour, perception and performance metrics • Digital and traditional evaluation tools • Brand equity/strength • Brand measurement dashboard • Conversion tracking • KPIs
	6.2 Recommend revisions to the brand plan based on a range of metrics and analytics	<ul style="list-style-type: none"> • Competitor intelligence • Digital tools • Real time metrics and long-term surveys • Continuous improvement plans



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