

MODULE SPECIFICATION – UNDERGRADUATE PROGRAMMES

KEY FACTS

Module name	Branding and Consumer Behaviour for Management
Module code	BS2215
School	Cass Business School
Department or equivalent	UG Programme
UK credits	15
ECTS	7.5
Level	5
Delivery location (partnership programmes only)	

MODULE SUMMARY

Module outline and aims

The objective of the module is to provide a more advanced understanding of marketing concepts and theories beyond the “Principles of Marketing” module, specifically targeted to non-marketing specialists.

The module focuses on key marketing concepts, including consumer behaviour and branding. Studying consumer behaviour is essential for companies as it helps them understand why individuals act in certain ways, identify what individuals want (products, services, attributes, associations), how they want to be spoken to (communicate/learn) and influence behaviour in certain situations. Consumer behaviour is therefore a central topic in marketing. It is imperative that business graduates gain an in-depth understanding of the role of consumer behaviour for company success. A key aim of the course is to understand the consumer decision-making process.

The module will also examine theories of brand building and how to convey brand meanings. The role of branding within the overall marketing mix will be discussed along with specific approaches for market analysis, branding strategy, agency relations, and media planning.

Content outline

Key concepts discussed are:

- Motivations
- Attention and Perception
- Learning
- Attitudes
- Group influences
- The concept of brands
- Analysing brands
- Developing branding strategies

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this module, you will be expected to be able to:

Knowledge and understanding:

- Understand why it is essential for companies to understand consumer behaviour;
- Appreciate the importance of integrating consumer behaviour with other strategic decisions;
- Explain what brands are, how they are built, and why they matter to companies and consumers.
- Understand the relevance and discuss the key elements of a branding strategy.

Skills:

- Apply appropriate marketing (consumer behaviour and branding) terminology, tools and techniques to the launch of a new product;
- Report information in a professional manner.

Values and attitudes:

- Internalize the understanding that the brand is at the heart of all business activity, and should in particular guide all marketing communications decisions.
- Internalize the understanding that consumer behaviour is key to all marketing decisions.
- Develop an understanding how firms can undertake their marketing activities in an ethical manner, in particular with regards branding and consumer behaviour.
- Contribute to team work fairly and responsibly.

PRE-REQUISITE:

BS2101 Principles of Marketing

HOW WILL I LEARN?

The module will be taught using a combination of lectures, interactive discussions, and group tasks.

You will learn from general theories and concepts of marketing, with a focus on consumer behaviour and branding. Class exercises will be used to illustrate and apply theories and concepts. You will reflect upon your knowledge in interactive discussions facilitated by the module leader.

Teaching pattern:

Teaching component	Teaching type	Contact hours (scheduled)	Self-directed study hours (independent)	Placement hours	Total student learning

					hours
Lecture	Lecture	22	128	0	150
Totals		22	128	0	150

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

Exam and group coursework.

Assessment pattern:

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework	Set Exercise including Presentation	40	40	N/A
Exam – 2.25 hours	Written exam	60	40	N/A

Assessment criteria

Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

Feedback on assessment

Following an assessment, students will be given their marks and feedback in line with the Assessment Regulations and Policy. Feedback on progress in preparation of the group work will be provided regularly during tutorial sessions. Detailed feedback on the group work will be provided promptly via feedback forms.

Feedback on the exam will be provided in the form of the range of marks, a description of typical factors in highest scoring work and common errors causing loss of mark.

Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what

happens if you fail an assessment component or the module.

INDICATIVE READING LIST

Aaker, J.L. (1997), "Dimensions of Brand Personality," *Journal of Marketing Research*, 34 (3), 347–56

Kapferer, J.-N. (2012). *The New Strategic Brand Management*, 5th ed., Kogan Page: London.

Fournier, S. (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (4), 343-73.

Gardner, B.B. and S.J.Levy (1955), "The Product and the Brand," *Harvard Business Review*, 33, 33-39.

Holt, D. B. and D. Cameron (2010). *Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands*, Oxford University Press: Oxford, UK. Keller, K.L. and D.R.

Lehman (2003), "How Do Brands Create Value?" *Marketing Management*, June, 27-31.

Keller, K. L. (2010), "The New Branding Imperatives: Insights for the New Marketing Realities," *MSI Fast Forward Series*, 1-19.

Louro, M.J. and P.V. Cunha (2001), "Brand Management Paradigms," *Journal of Marketing Management*, 17, 849-875.

Luedicke, M.K., C.J. Thompson and M. Giesler (2010), "Consumer Identity Work as Moral Protagonism: How Myth and Ideology Animate a Brand-Mediated Moral Conflict," *Journal of Consumer Research*, 36 (6), 1016-32.

Braun-LaTour, Kathryn A., Michael S. LaTour and George M. Zinkhan (2007), "Using Childhood Memories to Gain Insight into Brand Meaning," *Journal of Marketing*, 71 (April), pp. 45-60.

Pieters, Rik and Michel Wedel (2004), "Attention Capture and Transfer in Advertising: Brand, Pictorial, and Text-Size Effects," *Journal of Marketing*, 68 (April), pp. 37-50.

Wood, Stacy L. and John J. Lynch Jr. (2002), "Prior Knowledge and Complacency in New Product Learning," *Journal of Consumer Research*, 29 (December), pp. 416-426.

Muniz Jr., Albert M. and Thomas C. O'Guinn (2001), "Brand Community," *Journal of Consumer Research*, 27 (March), pp. 412-432.

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Appendix: see <http://www.hesa.ac.uk/content/view/1805/296/> for the full list of JACS codes and descriptions

CODES		
HESA Code	Description	Price Group
133	Business and Management Studies	D
JACS Code	Description	Percentage (%)
N500	The techniques involved in the management of an organisation's relationship with its customers and the world at large.	50
N561	The study of promotional displays, whether presented orally or visually, in order to sell items and services or to publicise events. Concentrates on business, management and financial aspects and not on the production of the artwork and ideas themselves.	50