

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MSc Digital Marketing with Data Analysis
FHEQ Level:	7
Course Title:	Strategic Brand Management
Course Code:	LBM 7102
Total Hours:	200 (Lev 7) (4 US Credits)
Timetabled Hours:	39
Guided Learning Hours	21
Independent Learning Hours:	140
Credit	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This module builds on students' existing knowledge of marketing and strategy by examining the principles and practices of strategic brand management. It aims to develop a comprehensive toolkit for analysing, developing, and managing brands in contemporary markets. Course material integrates key theories, conceptual frameworks, media examples, and case studies to stimulate critical thinking and deepen practical insight. Students will engage in creative problem-solving through hands-on exercises and responses to brand-related briefs. Balancing analytical rigour with creative exploration, the module combines perspectives from both the arts and the sciences. Its goal is to equip aspiring practitioners with the strategic, conceptual, and imaginative capabilities required for effective brand leadership at all levels.

Prerequisites:

None

Aims and Objectives:

- To develop an advanced understanding of strategic brand management, including how brands are created, positioned, grown, and sustained in competitive markets.
- To equip students with analytical and creative capabilities to evaluate existing

brands, generate new brand concepts, and construct compelling brand narratives.

- To evaluate the essence of brands in the era of social media and internet influence.
- To examine contemporary perspectives concerning brands and brand management through real-world applications.
- To prepare students for professional practice by balancing theoretical insight with practical exercises, case analysis, and industry-aligned briefs.

Programme Outcomes:

A1, A4, B2, B3, B4, B5, C2, C4, D1, D2, D5

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Critical understanding of brand fundamentals and what constitutes a brand as a viable commercial proposition.
- Evaluate differing brand concepts - from different industry, regional, and cultural perspectives.
- Acquire an in-depth knowledge of key case examples that define critical success factors for brands.
- Examine critically contemporary perspectives concerning brands including ethical, sustainable, and corporate social responsibility in branding.

Cognitive Skills

- Develop a critical and practical approach to brand strategies using relevant theoretical frameworks.
- The ability to apply strategic reasoning to develop innovative brand solutions aligned with organisational objectives.
- Identify brand-related challenges and develop coherent, effective strategies to address them in complex business contexts.
- Analyse and interpret consumer insights and market research to inform evidence-based branding decisions.

Subject specific, practical and professional skill

- Apply brand management theories, frameworks, and tools to develop and evaluate strategic brand decisions.
- Interpret qualitative and quantitative research to generate actionable consumer and market insights that inform brand decisions.
- Develop and implement integrated branding plans, including marketing communications and digital strategies, demonstrating professional standards.
- Present and communicate brand strategies effectively, using clear analytical reasoning and professional presentation standards suitable for industry contexts.

General/transferable skills

- Ability to analyse complex problems, synthesize information from multiple sources, and make reasoned, evidence-based decisions.
- Develop capacity to work in a group either as a leader or as part of the team in a time efficient manner to accomplish the task in hand understanding the role of the different professionals in strategic brand management.
- Present ideas clearly and persuasively in written, oral, and digital formats to diverse audiences.

Indicative Content:

- Introduction to the fundamentals of brand management
- Building brands – principles and applications
- Features, Equity, Positioning, Communication, Extensions, Portfolios
- Brand architecture
- Branding on social media and digital brand analytics
- Luxury branding
- Sensory branding and neuromarketing
- Global and cross-cultural branding
- Employee and Personal Branding
- Brand turnaround and rejuvenation
- Ethical, sustainable, and corporate social responsibility in branding

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course will be delivered through a blend of in-person lectures, workshops, and tutorials.

- Lectures will serve to introduce and explore new concepts and theoretical frameworks.
- Workshops will provide students with practical, hands-on experience, focusing on problem-solving and the application of theory to real-world scenarios.
- Tutorials will offer structured support and guidance for students' coursework and assignments.

Additionally, Guided Learning Hours (asynchronous online activities) will supplement the curriculum with extra learning content. This may include, but not be limited to: flipped classroom activities, recorded lectures, podcasts, vodcasts, quizzes, and online discussions.

Indicative Text(s):

- Heding, T., Knudtzen, C. F. and Bjerre, M. (2020) *Brand Management: mastering research, theory and practice*. 3rd edn. London: Routledge.
- Holt, D.B. (2023) *How Brands Innovate: the principles of cultural strategy*. New York: Oxford University Press.
- Holt, D.B. and Cameron, D. (2010) *Cultural Strategy: using innovative ideologies to build breakthrough brands*, New York: Oxford University Press, Inc.
- Kapferer, J.N. (2012) *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*. 5th edn. London: Kogan Page.
- Kapferer, J.N. & Bastien, V. (2012) *The Luxury Strategy – Break the rules of marketing to build luxury brands*. 2nd edn. London: Kogan Page.
- Keller, K.L. and Swaminathan, V. (2019) *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. 5th edn. Harlow: Pearson.
- Shukla, P. & Singh, J (2024) *Brand Management; Principles and applications for effective branding*. London: Kogan Page.

Journals

- *Journal of Brand Management*.
- *Journal of Marketing Theory and practice*.
- *Journal of Consumer Research*.
- *Journal of Marketing Management*.
- *Harvard Business Review*.
- *Admap*.
- *Advertising Age*.

- *Journal of Advertising.*
- *Journal of Advertising Research.*
- *International Journal of Advertising.*
- *Journal of Marketing.*
- *Journal of the Market Research Society (International Journal of Market Research).*

Websites

- ASA (Advertising Standards Authority). Available at: <http://www.asa.org.uk/asa/> (Accessed: November 2025).
- Bauer Media. Available at: <http://www.bauermedia.co.uk/> (Accessed: November 2025).
- Branding Magazine. Available at: <http://www.brandingmagazine.com/> (Accessed: November 2025).
- Broadcast Now. Available at: <http://www.broadcastnow.co.uk/> (Accessed: November 2025).
- Campaign Live. Available at: <http://www.campaignlive.co.uk> (Accessed: November 2025).
- DMA (Data & Marketing Association). Available at: www.dma.org.uk (Accessed: November 2025).
- Haymarket. Available at: <http://www.haymarket.com> (Accessed: November 2025).
- ICO (Information Commissioner's Office). Available at: www.ico.gov.uk (Accessed: November 2025).
- Marketing Magazine. Available at: <http://www.marketingmagazine.co.uk/> (Accessed: November 2025).
- Marketing Week. Available at: <http://www.marketingweek.co.uk/> (Accessed: November 2025).
- Mintel. Available at: <http://www.mintel.com/> (Accessed: November 2025).
- Nielsen UK. Available at: <http://uk.nielsen.com> (Accessed: November 2025).
- PR Week UK. Available at: <http://www.prweek.com/uk/> (Accessed: November 2025).
- The IDM (Institute of Data & Marketing). Available at: www.theidm.com (Accessed: November 2025).
- The Marketer. Available at: www.themarketer.co.uk (Accessed: November 2025).
- Centaur. Available at: <http://www.centaur.co.uk/> (Accessed: November 2025).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Guided Learning Hours menu updated	October 2025	
Total Hours Updated	October 2025	