Module Descriptor

Title	Brands And Branding		
Session	2026/27	**Status**	Existing Module
Code	MARK10010	**SCQF Level**	10
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries** **Business and Creative Industries**		
Module Co-ordinator	K McGowan		

Summary of Module

This module has been developed to respond to the growing interest and awareness of the central significance of brands and branding in contemporary society and across different cultures. Taking both a macro as well as a micro perspective, it will offer insights into the study of everyday brands as well as famous brands and iconic brands. It will also demonstrate how brands are created in terms of their key components - logo, design, words, imagery, sound, etc - in order to appeal to an intended market. Brand positioning and differentiation strategies will also be explored, as well as how brands evolve over time to reflect changing consumer needs, wants and desires. The growing emphasis on consumer experience, experiential marketing and the experience economy will also be covered in this module.

By the end of the module students should have a better understanding of brands and branding as a defining aspect of contemporary culture.

Module Delivery Method	**On-Campus[1]**	**Hybrid[2]**	**Online[3]**	**Work -Based Learning[4]**
	☒	☐	☐	☐

Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley X	☐ Online / Distance Learning ☒ Other (specify)

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

					NCL	
Terms for Module Delivery	Term 1	x	Term 2	☐	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Develop a critical understanding of brands and branding in contemporary society
L2	Comprehensively analyse and apply brand theory to marketing practice.
L3	Broaden knowledge and develop insights into the significance of brand strategy
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 10** Building a strong knowledge and understanding of brands. Building a strong knowledge and understanding of the processes involved in branding for both large and small organisations. Critically analysing the role of brands in contemporary consumer culture. Developing a deep understanding of macro issues related to branding in order to better comprehend the context within which brands and branding exis.
Practice: Applied Knowledge and Understanding	**SCQF 10** Relating theory to practice by applying creative branding concepts to live case studies and examples.
Generic Cognitive skills	**SCQF 10** Critically analysing complex concepts and interpreting information from a diverse range of sources and integrating this information in a coherent manner. Critically reviewing and consolidating knowledge, skills and practice in relation to brands and branding.
Communication, ICT and Numeracy Skills	**SCQF 10** Developing oral presentation skills with computer aided technology.
Autonomy, Accountability and Working with Others	**SCQF 10** Working effectively with others in groups to achieve specified goals within a limited timeframe and in a professional manner. Developing internal skills in the areas of listening, negotiating and taking responsibility for achieving goals.

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	36
Independent Study	164
Please select	
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Lalaounis, S.T. (2021) Strategic Brand Management and Development, Routledge, Taylor and Francis Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via Aula
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** Attending lectures, attending tutorials, engagment with asynchronous online learning activities and resources and submission of assessments. Students should also reference the 'BCI Guidance on Implementation of the Revised Student Attendance and Engagement

Procedure' which details the School attendance and engagement requirements and how this will be monitored for attendance.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code. To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where required. This personalised one-to-one approach ensures that all students can succeed, regardless of their background or circumstances. By embracing and promoting these principles, we aim to cultivate a learning community where everyone feels valued, supported, and empowered to achieve their full potential.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Marketing, Innovation, Tourism Events**
Overall Assessment Results	☐ **Graded**
Module Eligible for Compensation	**No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Business and Creative Industries
Moderator	Eileen Conlan
External Examiner	E Tsougkou
Accreditation Details	CIM
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Report - The word count will align with the guidance in the Assessment Handbook
Assessment 2
Portfolio of Practical Work
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Report	☒	☐	☐	☐	☐	60	18

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Portfolio of Practical Work	☐	☒	☒	☐	☐	40	18

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	36 hours

Change Control

What	When	Who
Module moved to 25/26 Template	06/03/2025	KM