Module Descriptor

Title	Digital Branding		
Session	2026/27	**Status**	
Code	MARK11033	**SCQF Level**	11 (Scottish Credit and Qualifications Framework)
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Karina McGowan		

Summary of Module

This module provides a critical understanding of the concepts and theoretical frameworks of branding and strategies which have been adopted to create/rebrand images and identities of brands. In the globally competitive market, organisations, destinations, and individuals are increasingly seeking to differentiate themselves and creating distinctive, recognisable and enduring brands that resonate with current trends in contemporary culture in the digital age. This module equips students with skills of analysing the competitive market, stakeholders, and brand identity prism, and developing digital branding strategies. Case study-focused workshops are designed to promote teamwork ethos, develop analytical and critical thinking, and improve an elevator pitch.

Upon completion of this module, students will effectively apply theoretical frameworks to the digital branding management in the real business world, and develop digital branding strategies to increase brand awareness, develop brand associations, enhance brand loyalty across a range of digital platforms and build a strong brand, thus commensurating with a master student's future career in the marketing and branding area.

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)	

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	Demonstrate a critical understanding of branding principles and their application in the digital age.
L2	Critically appraise the application of branding principles in a range of contexts
L3	Apply the theories and theoretical frameworks of branding in practice
L4	Demonstrate the ability to develop branding/rebranding strategies
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 11** Developing a critical awareness of the principles of brand management in contemporary society. An understanding of the integration of academic theories and models involved in the creation of brand image and identity.
Practice: Applied Knowledge and Understanding	**SCQF 11** Applying a range of brand management tools and techniques to a range of contexts including people, places and spaces. Demonstrating creativity and originality in the application of branding principles to to a range of context

[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

Generic Cognitive skills	**SCQF 11** Dealing with complex issues and make informed judgements in response to information received. Critically review and reflect on actions taken by self and team members in order to improve performance and build on areas of good practice.
Communication, ICT and Numeracy Skills	**SCQF 11** Undertaking critical evaluations of a wide range of numerical and graphical data. Communicating using appropriate methods to a range of audiences
Autonomy, Accountability and Working with Others	**SCQF 11** Reflecting on the relationship with other modules and considering their personal and career development. Developing individual and collective responsibility for effective performance in a team environment.

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	24
Tutorial / Synchronous Support Activity	24
Asynchronous Class Activity	32
Independent Study	120
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Aaker, D.A. (2010). Building Strong Brands. London: Pocket (available in Paisley library).

Kapferer, J.N. (2019). The New Strategic Brand Management: Advanced Insights and Strategic Thinking. Pearson Education (old version available in Paisley library).

Beverland, M. (2024). Brand management: co-creating meaningful brands. London: Sage Publications (available in Paisley library).

(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:**

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.
(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	School of Business and Creative Industies PG Taught
Moderator	Rong Li
External Examiner	Andrew Paterson
Accreditation Details	e.g. ACCA
Module Appears in CPD catalogue	☒ **Yes** ☐ **No**
Changes / Version Number	4

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1

Written Assessment **60%**
Assessment 2
Presentation **40%**
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**
Written Assessment	☒	☐	☒	☐	☐	60	24

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Presentation	☐	☒	☐	☒	☐	40	12

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

Change Control

What	**When**	**Who**
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/2023	D Taylor
General housekeeping to text across sections.	12/12/2023	D Taylor
Updated module coordinator, summary of module, and LO4 added	05/03/2025	R Li