Session: 2023/24

Title of Module: Digital Branding			
Code: MARK11033	**SCQF Level: 11 (Scottish Credit and Qualifications Framework)**	**Credit Points: 20**	**ECTS: (European Credit Transfer Scheme) 10**
School:	School of Business and Creative Industries		
Module Co-ordinator:	Emma Reid		

Summary of Module
This module critically explores the concepts of branding and ways which they have been adopted to create/recreate images and identities. In globally competitive market destinations, organisations and individuals are increasingly seeking to differentiate themselves, creating distinctive, recognisable and enduring brands that resonate with current trends in contemporary culture in the digital age. The branding concepts in this module are initially explored from a marketing and business perspective where the elements of brand management are planned and applied in a strategic process of creating brand awareness, developing brand associations and building brand loyalty across a range of digital platforms. Illustrative case studies will be used to highlight specific concepts throughout the module

Module Delivery Method					
Face-To-Face	**Blended**	**Fully Online**	**HybridC**	**Hybrid 0**	**Work-Based Learning**
☐	☒	☐	☐	☐	☐
See Guidance Note for details.					

Campus(es) for Module Delivery						
The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)						
Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
☒	☐	☐	☐	☐	☐	Add name

Term(s) for Module Delivery

(Provided viable student numbers permit).					
Term 1	☒	Term 2	☐	Term 3	☐

Learning Outcomes: (maximum of 5 statements) **These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module.** At the end of this module the student will be able to:	
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 knowledge to demonstrate how the academic principles of branding can be applied in practice
L4	Click or tap here to enter text.
L5	Click or tap here to enter text.

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 Level **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 Level **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
Generic Cognitive skills	SCQF Level **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 Level **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 Level **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.	
Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	**Module Title:**
	Other:	
Co-requisites	**Module Code:**	**Module Title:**

*Indicates that module descriptor is not published.

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** (Normally totalling 200 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
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	

	Hours Total 200

**Indicative Resources: (eg. Core text, journals, internet access)

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Keller, K.L. and Swaminathan, V., 2020. Strategic brand management: Building, measuring, and managing brand equity. Harlow: Pearson.

Beverland, M., 2021. Brand management: Co-creating meaningful brands. Brand Management, pp.1-424.

Click or tap here to enter text.

Click or tap here to enter text.

Please ensure the list is kept short and current. Essential resources should be included, broader resources should be kept for module handbooks / Aula VLE.

Resources should be listed in Right Harvard referencing style or agreed professional body deviation and in alphabetical order.

(**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.

Please refer to the Academic Engagement Procedure at the following link: [Academic engagement procedure](#)

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.](#)

Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Divisional Programme Board	Marketing, Innovation, Tourism and Events
Assessment Results (Pass/Fail)	Yes ☐No ☒
School Assessment Board	School of Business and Creative Industies PG Taught
Moderator	Valerie Will
External Examiner	D. Morrad
Accreditation Details	e.g. ACCA Click or tap here to enter text.
Changes/Version Number	3

Assessment: (also refer to Assessment Outcomes Grids below)
This section should make transparent what assessment categories form part of this module (stating what % contributes to the final mark).   Maximum of 3 main assessment categories can be identified (which may comprise smaller elements of assessment).   **NB: The 30% aggregate regulation (Reg. 3.9) (40% for PG) for each main category must be taken into account. When using PSMD, if all assessments are recorded in the one box, only one assessment grid will show and the 30% (40% at PG) aggregate regulation will not stand. For the aggregate regulation to stand, each component of assessment must be captured in a separate box.**   Please provide brief information about the overall approach to assessment that is taken within the module. In order to be flexible with assessment delivery, be brief, but do state assessment type (e.g. written assignment rather than "essay" / presentation, etc) and keep the detail for the module handbook. Click or tap here to enter text.
Assessment 1 –Presentation
Assessment 2 – Written Assessment
(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.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	**Learning Outcome (1)**	**Learning Outcome (2)**	**Learning Outcome (3)**	**Learning Outcome (4)**	**Learning Outcome (5)**	**Weighting (%) of Assessment Element**	**Timetabled Contact Hours**
	x					40%	12

Component 2							
Assessment Type (Footnote B.)	**Learning Outcome (1)**	**Learning Outcome (2)**	**Learning Outcome (3)**	**Learning Outcome (4)**	**Learning Outcome (5)**	**Weighting (%) of Assessment Element**	**Timetabled Contact Hours**
		x	X			60%	24

Combined Total for All Components	**100%**	**36 hours**

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections. .	12/12/23	D Taylor

Version Number: MD Template 1 (2023-24)