

BU8103

Brand Management



Course Aim Students will have the knowledge, ability and brand skills set to grow and develop a brand as well as evaluate and implement the strategies and theories of brand management and market auditing in order to facilitate the integration of a brand or brand extension into the overall marketing and organisational strategies of the company.

Short Title Brand Management
Faculty Business
Polytechnic Level

Credits 15
30 credits at Level 7 (or BPQF Level 6 or a combination thereof) from the Bachelor of Business: Marketing major

Pre-requisites Nil
Co-requisites Nil
Anti-requisites Nil

Version 1
Effective From September-16
Indicative NQF Level 8
Student Contact hrs 60

Self-directed hrs 90
Other directed hrs 0
Total learning hrs 150

Learning Outcomes On successful completion of this course, students will be able to:

- 1 Evaluate the key principles of branding and brand development.
- 2 Develop brand solutions by means of a professional brand development process.
- 3 Design and analyse cost-effective marketing budgets in order to reflect the strategic direction of the brand.
- 4 Demonstrate appropriate use of workplace skills and technology.

NQF Sub-strand

Theoretical
Understanding
Practical
Application of
knowledge
Generic, Problem
Solving and
Communication,
ICT, Numeracy