

APPROVED

BU8103: Brand Management

Course Details

Course Code:	BU8103
Course Title:	Brand Management APPROVED
Short Title:	Brand Mgmt
Course Level::	Level 8
Valid From::	2020/2021 Sem 2
Credits::	15
Owner:	Business
Assessment Method:	Achievement
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.

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
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.
Requisites	
<ul style="list-style-type: none"> Pre Requisite: Pre Requisite: 105 credits at NQF level 6 or above, including BU6001 	

No Examinations
No Other Controlled Assessments
Uncontrolled Assessments
Assessment Type Project (Group)
Assessment Type Project (Individual)
Assessment Type Portfolio

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BBS8010	Bachelor of Business: Marketing	3	Programme
BUSOPT1	Business Options 1	1	Group
BUSOPT2	Business Options 2	1	Group
BUSOPT3	Business Options 3	1	Group