

APPROVED

BU8103: Brand Management

Course Details

Course Code:	BU8103
Course Title:	Brand Management APPROVED
Short Title:	Brand Mgmt
Course Level::	Level 8
Valid From::	2021/2022 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 development into the overall marketing and organisational strategies of a 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 Practical Project
Assessment Type Project (Group/Individual)
Assessment Type Performance Project

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BBS8000	Bachelor of Business	3	Programme
BBS8001	Bachelor of Business (General)	1	Programme
BBS8010	Bachelor of Business: Marketing	3	Programme
BBS8010	Bachelor of Business: Marketing	4	Programme
BU8010	Bachelor of Business: Marketing V4	1	Programme
BUSOPT1	Business Options 1	1	Group
BUSOPT2	Business Options 2	1	Group
BUSOPT3	Business Options 3	1	Group