

BRAND DESIGN AND MANAGEMENT

UNIT FEATURES

Unit Code: **OA503**

12 Seminars

36 Hours Duration

Intermediate Skill Level

100% Online; Study Abroad

English Language

Optional Assessments

Nil Prerequisites

This unit provides a theoretical and practical guide to brand design and management, placing emphasis on the theory that the consumer is a co-creator in a brand's identity. The role of brand design and management has changed. Social media, crowdsourcing and digital platforms have increased consumer engagement. Today, consumers are no longer the passive recipients of brand identity but co-creators, playing a significant role in shaping new products. Students learn about understanding brand users, brand equity, data, insights and measurement, creating new brands and managing existing brands, brand logos and symbols, personal branding, globalisation and branding and managing brand crises.

LEARNING OUTCOMES

On successful completion of this unit students will be able to:

- 1** Apply the theories and practices of brand design and management.
- 2** Apply creative thinking and experimentation to solve creative challenges.
- 3** Undertake consumer behaviour research to inform decision making in brand design and management.
- 4** Research global trends, developments and technologies in brand design and management.

CERTIFICATION

The optional assessment tasks associated with this unit provide an opportunity for participants to consolidate their learning and to benchmark their understanding against the standard set by Chancellor Institute. Participants enrolled in this unit who successfully complete the optional assessments will qualify for a grade, academic transcript and certificate of completion for that unit.

For further details about the assessments, please contact our course advisors. Additional unit fees apply for students electing to undertake assessments. Participants who elect not to complete the optional assessments for this unit will receive a certificate of participation for the unit.

TOPICS

- Brands and branding
- Understanding brand users
- Brand equity
- Data, insights and measurement
- Creating new brands
- Managing brands
- Positioning brands
- Brand logos and symbols
- Personal branding
- Globalisation and branding
- Branding in the digital age
- Managing brand crises
- Ethics and brands

ASSESSMENTS (OPTIONAL)

No.	Type	Week Due	Weighting (% of total marks for unit)
1	Case Study	4	30%
2	Brand Audit Report	6	30%
3	Brand Plan	12	40%

UNIT FEES

Chancellor Institute charges fees on a per subject basis. To view a schedule of our current fees, please visit our website: <https://chancellor.education/fees/>



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