MG5620 <Contemporary Brand Management>
Assignment/Coursework Brief for 2023/24

Assessment Title:	Branding Individual Report
Module Leader:	Dr Yousra Asaad
Distribution Date:	19th of January 2024
Submission Deadline:	TBC
Feedback by:	(20 working days after the submission the deadline)
Contribution to overall module assessment:	100%
Indicative student time working on assessment:	40 Hours
Word or Page Limit (if applicable):	2,500 Words/Pages (not including e-cover sheets, references, appendices, screen shots and images)
Assessment Type (individual or group):	INDIVIDUAL COURSEWORK

Main Objective of the assessment

The individual report aims to:

* Assess your knowledge and understanding of the interrelationships of the key components of brand management

* Assess your ability to analyse and evaluate any challenges managers face throughout the course of strategic brand management.

* Challenge your knowledge and understanding of brand management theories to provide a creative, appropriate course of actions on a business idea.

* Develop your writing skills to effectively present your analysis and arguments in a professional and persuasive manner.

Description of the Assessment

You are required to examine a sector of your choice in-depth and suggest ways to develop **a new brand** to enter that sector in the UK. The focus should be B2C.

You need to select a specific sector from the following list and write a brand audit report:

- Entertainment product or service
- Food product or service
- Fashion product or service
- Education product or service
- Digital product or service

The project should be entirely based on secondary information such as reliable public sources, trade magazines and business publications, company websites, library databases etc. as well as your professional experiences, insights and expertise. Primary research is not essential. Your report must include the following components and fully address these questions:

An executive summary of your project

1. Sector analysis (30%)
   a. Describe the consumption trend and discuss the major opportunities in your sector.
   b. Profile major competitive brands and market situation.
   c. Analyse the major brands in the sector and produce a positioning map.

2. Develop a new brand to enter the market (50%)
   a. Develop a new brand and justify your decisions. You should identify gaps in the market and opportunities for the new brand as well as explain why the new brand is needed.
   b. Detail and explain your brand graphics (names, logos, slogan, and packages).
   c. Develop a new communication strategy for your new brand.
   d. Discuss the four components of the new brand that you aim to achieve: brand identity, brand image, brand positioning and brand equity.

3. Make recommendations on how the brand should be managed in the next 3 years. (20%)
   You may consider suggesting a marketing plan and discuss the details of development and implementation. For example, you might wish to discuss your competitive reactions and how you will respond through appropriate actions to build a strong brand.

A conclusion of your report

The report (accounts for 100% of your overall mark of the course)

Additional guidelines

- You are expected to apply appropriate theories/concepts and justify the application within your context.
- Your report should not exceed **2500 words** (excluding content page, appendices, references or other supporting documentation) plus a one-page executive summary
- You must reference your sources effectively and comprehensively, following the **Harvard** referencing style
- Limit the use of direct quotations.
- Font: Time News Roman, Size: 12, Line spacing: 1.5, Alignment: justified

PG mark bands and grade point bands [Senate Regulation 3] are:

Indicative Mark Band	Degree class equivalent	Grade Point
90 and above	A*	17
80-89	A+	16
73-79	A	15
70-72	A-	14
68-69	B+	13
63-67	B	12
60-62	B-	11
58-59	C+	10
53-57	C	9
50-52	C-	8
48-49	D+	7
43-47	D	6
40-42	D-	5
38-39	E+	4
33-37	E	3
30-32	E-	2
29 and below	F	1

Submission Instructions
Coursework must be submitted electronically via the University's [WISEflow](#) system. The required file format for this report is Adobe PDF. Your student ID number must be used as the file name (e.g. 0123456.pdf). You must ensure that you upload your file in the correct format and use the College's [electronic coursework coversheet](#). Please note that submissions of '.pages / .docx *etc*' documents will not be accepted and must be converted to approved format.

The [electronic coursework coversheet](#) must be completed and included at the beginning of all coursework submissions prior to submitting on WISEflow.

Academic Misconduct, Plagiarism and Collusion
Any coursework or examined submission for assessment where plagiarism, collusion or any form of cheating is suspected will be dealt with according to the University processes which are detailed in [Senate Regulation 6](#).

You can access information about plagiarism [here](#).

The University regulations on plagiarism apply to published as well as unpublished work, collusion and the plagiarism of the work of other students.
Please ensure that you fully understand what constitutes plagiarism before you submit your work.

University's Coursework Submission Policy
Please refer to [BruNet](#) for information on submitting late, penalties applied and procedures.

College's Coursework Submission Policy
Please refer to [BruNet](#) for information relating to the College's Coursework Submission Policy and procedures.

Extenuating Circumstances Policy
Please refer to [BruNet](#) for information relating to extenuating circumstances and procedures.

Criteria	Grade descriptors					
Literature Review (30% weighting)	A++ to A- Clear demonstration of a sophisticated, critical and thorough understanding of brand management key concepts, with solid evidence of wider reading.	B+ to B- Clear demonstration of a well-developed, critical and comprehensive understanding of brand management key concepts with evidence of appropriate wider reading.	C+ to C- Demonstration of a critical and substantial understanding of brand management key concepts with limited evidence of wider reading.	D+ to D- Evidence of descriptive understanding of brand management key concepts with insufficient evidence of wider reading.	E+ to E- Evidence of superficial and disjointed understanding of brand management key concepts with insufficient evidence of wider reading.	F Limited or no evidence of understanding of brand management key concepts, brand positioning, brand communication, brand identity, with little evidence of wider reading.
Evidence of secondary research and analysis (30% weighting)	A++ to A- Clear evidence of extensive research on the chosen industry and market Critical analysis of market and information with logical connection with the case brand.	B+ to B- Clear evidence of research on the chosen industry and market Sound analysis of market and information with good connection with the case brand.	C+ to C- Some evidence of research on the chosen industry and market. Mostly descriptive discussion with limited evidence of analysis and connection with the case brand.	D+ to D- Limited evidence of research, descriptive and hypothetical discussion, weak interpretation of the information, with incoherent connection with the case brand.	E+ to E- Limited evidence of research, descriptive and hypothetical discussion, no interpretation of the information with no connection with the case brand.	F No evidence of research or analysis
Analytical Skills (30% weighting)	A++ to A- The assignment demonstrates excellence in integrating the understanding of the marketing theories, brand management literature and the secondary data to analyse the case	B+ to B-The assignment demonstrates effective competence in integrating the understanding of the marketing theories, brand management literature and the secondary data to analyse the case	C+ to C- The assignment demonstrates satisfactory competence in integrating understanding of the marketing theories, brand management	D+ to D- The assignment demonstrates some competence in integrating understanding of the marketing theories, brand management literature and/or	E+ to E- The assignment demonstrates limited competence in integrating understanding of the marketing theories, brand management literature or the secondary data to analyse the case	F The assignment demonstrates no competence in integrating understanding of the marketing theories, brand management literature nor the secondary data to analyse the case brand from brand management perspective. Recommendations are

	brand from the brand management perspective, and derive into insightful, realistic, and creative recommendations. Conclusions are solidly grounded on the convincing evidence.	brand from the corporate branding perspective, and derive into strategic and realistic recommendations. Conclusions are grounded on the evidence.	literature and/or the secondary data to analyse the case brand from the brand management perspective, and derive into substantial recommendations. Conclusions are grounded on the evidence.	the secondary data to analyse the case brand from the brand management perspective, and derive into some recommendations that are not well thought through. Conclusions have limited link to the evidence.	brand from the brand management perspective, and derive into some recommendations that are vague and arbitrary. Conclusions have superficial or no link to the evidence.	arbitrary and unrealistic. Conclusions have no link to the evidence.
Overall Structure (10%)	A++ to A- The assignment is presented in a professional format, meeting all the requirements identified in the guidelines; there is a logical flow between the sections, making it very easy to follow the arguments. The level of grammar and spelling is excellent. Thorough and good referencing. Word count is within ±10% of 2,500.	B+ to B- The assignment is presented in the appropriate format, meeting all the requirements identified in the guidelines; there is a fairly logical flow between the sections, making it quite easy to follow the arguments. The level of grammar and spelling is very good. Adequate level of referencing with completeness. Word count is within ±10% of 2,500.	C+ to C- The assignment is presented in a report format, meeting all the requirements identified in the guidelines; there maybe a few limitations in the logical flow between the sections, making parts of the arguments less easy to follow. The level of grammar and spelling is acceptable. Referencing is good, but there may be a few errors or incomplete. Word count is more or less than 10% of 2,500.	D+ to D- The assignment is presented in a basic format, meeting some of the requirements identified in the guidelines; there are limitations in the logical flow between the sections, making parts of the arguments less easy to follow. Some referencing with some errors. Some level of grammatical errors, and typos. Word count is more or less than 20% of 2,500.	E+ to E- The assignment is presented in a basic format, failing to meet the requirements identified in the guidelines; there are strong limitations in the logical flow between the sections, making several parts of the arguments less easy to follow. The level of grammar and spelling is seriously compromised. Little of no referencing. Word count is more or less than 30% of 2,500.	F The assignment is not presented in a report format and does not meet most or all of the requirements identified in the guidelines; there are serious flaws in terms of its structure and logical flow between the sections, making it very difficult to follow the arguments. The level of grammar and spelling is unacceptable. Little of no referencing. Word count is more or less than 30% of 2,500.