

## Module Specification:

### CIM Level 6 Award in Managing Brands (VRQ)

Managing Brands is a 17-credit elective module which sits within the suite of Level 6 modules.



To gain the CIM Level 6 Diploma in Professional Marketing a pass in both mandatory modules plus one elective module is required.

If studied as a standalone module, the CIM Level 6 Award in Managing Brands (VRQ) can be achieved.

### Aim of the module

This module enables you to take a strategic approach to branding at a product/service level so that it is consistent with the corporate brand and re-enforces or enhances its reputation. You will gain the skills to establish and position brand strategy, and also manage the brand so it continues to deliver the brand promise. You will also be able to ensure the success of the brand through adequate resourcing and monitor and maintain the brand in the long term.

### Module structure

The module comprises three units of two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of assignment. The assessment will require submission of an assignment based on a theme and an organisation of choice.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Managing Brands module content which follows.

# CIM Level 6 Diploma in Professional Marketing (VRQ) Qualification Specification

Please refer to the CIM Level 6 Diploma in Professional Marketing Qualification Specification for all other information relating to the CIM Level 6 Diploma in Professional Marketing including:

- CIM Professional Marketing Competencies
- The Level 6 qualification structure
- Who it is for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it is assessed – assessment methodology
- How the assessment is delivered and when
- How it is graded
- When are results issued?
- Module specifications
- What we mean by command words

## Module Content: Managing Brands (elective)

|         |                  |   |
|---------|------------------|---|
| Level 6 | Credit value: 17 | Total Qualification Time: 170 hours<br>Guided Learning Hours: 150 hours |
|---------|------------------|---|

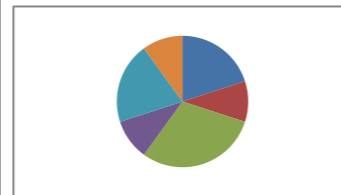
### Purpose statement

This module develops the concepts of brand [purpose promise](#) through brand strategy and effective management of the brand. The module covers three units: the first unit develops knowledge of branding concepts, value positioning and strategy; the second unit covers the development of brand identity and successful brand strategy; and the third unit is about the application of techniques to evaluate and manage resources and metrics to deliver a successful branding plan [which delivers on the organisational purpose aligned to people, planet and profit-](#).

### Assessment

Organisation based assignment

### Module weighting



LO 1 – 15% weighting  
 LO 2 – 15% weighting  
 LO 3 – 15% weighting  
 LO 4 – 20% weighting  
 LO 5 – 15% weighting  
 LO 6 – 20% weighting

### Overarching learning outcomes

By the end of this module learners should be able to:

#### Brand Strategy

- Understand how brands are defined and positioned to add value to organisations
- Assess the elements of brand strategy

#### Brand Management

- Understand the factors that drive brand identity and success
- Develop a brand plan to deliver the brand strategy

#### Brand Metrics

- Apply a range of techniques to manage the resources to deliver the brand plan
- Interpret brand metrics and adapt the brand plan for continuous improvement

## Unit 1: Brand Strategy

| <b>Learning Outcomes</b><br>The learner will:                                     | <b>Assessment Criteria</b><br>The learner can:   | <b>Indicative Content</b>   |
|---|--|---|
| 1. Understand how brands are defined and positioned to add value to organisations | 1.1 Appraise the elements that define brands   | <ul style="list-style-type: none"> <li>• Elements -               <ul style="list-style-type: none"> <li>○ Purpose– why they exist</li> <li>○ Role in society</li> <li>○ Perception</li> <li>○ Trust</li> <li>○ Values</li> <li>○ Authentic Voice</li> <li>○ Personality</li> </ul> </li> <li>• Brand architecture</li> <li>• Product branding and services/customer experience branding</li> </ul> |
|   | 1.2 Evaluate the relationship between the customer and the positioning of the brand                                | <ul style="list-style-type: none"> <li>• Customer motivation</li> <li>• Customer journey</li> <li>• Brand touch points</li> <li>• Voice of the customer</li> <li>• Brand positioning mapping</li> <li>• Long term relationship vs short term transactional</li> </ul>   |
|   | 1.3 Assess the ways in which digital and traditional marketing techniques can be used to improve brand positioning | <ul style="list-style-type: none"> <li>• Brand objectives</li> <li>• Relationships with customers</li> <li>• Positioning attributes</li> <li>• Personalisation</li> <li>• Doing good in society / communities</li> <li>• <u>Aligning to people, planet and profit United Nations Sustainable Development Goals (UN SDGs)</u></li> </ul>   |
| 2. Assess the elements of brand strategy  | 2.1 Appraise the elements that combine to form a brand strategy  | <ul style="list-style-type: none"> <li>• Alignment of purpose, vision and mission – going beyond products and services</li> <li>• Reputation</li> <li>• Consistency</li> <li>• Authenticity and transparency</li> <li>• Emotional impact</li> <li>• Brand equity</li> <li>• Strategic positioning</li> </ul>  |
|   | 2.2 Assess the importance of using marketing tools to develop a brand strategy                                     | <ul style="list-style-type: none"> <li>• Segmentation, targeting and positioning</li> <li>• Competitor analysis</li> <li>• Product/service mix</li> <li>• Integrated marketing communications and digital dynamics</li> <li>• Understanding of behaviours and values</li> </ul>   |

## Unit 2: Brand Management

| <b>Learning Outcomes</b><br>The learner will:                        | <b>Assessment Criteria</b><br>The learner can:   | <b>Indicative Content</b>   |
|--|--|---|
| 3. Understand the factors that drive brand identity and it's success | 3.1 Analyse the qualities of the organisation that set them apart from the competition | <ul style="list-style-type: none"> <li>• Defined purpose which aligns to people planet and profit</li> <li>• Brand relationship to organisational vision, mission and organisational behaviour</li> <li>• Brand personality, profile and positioning</li> <li>• Relationships with employees and customers</li> <li>• Contribution to the societies and communities they operate in</li> <li>• Environment, sustainability and Corporate Social Responsibility (CSR) Environmental Social and Governance (ESG)</li> </ul> |
|  | 3.2 Assess the effectiveness of the corporate brand.                                   | <ul style="list-style-type: none"> <li>• The development of a brand identity and image</li> <li>• Brand reputation</li> <li>• Brand value</li> <li>• Brand equity</li> <li>• Leveraging the brand</li> </ul>  |
|  | 3.3 Evaluate how brand identity is reinforced within an organisation                   | <ul style="list-style-type: none"> <li>• External and internal branding activity</li> <li>• Ongoing effective communication</li> <li>• Employee engagement aligned to people, planet and profit</li> <li>• Delivering wellbeing for all</li> <li>• Managing the brand portfolio</li> <li>• Stakeholder analysis</li> </ul>  |
| 4. Develop a brand plan to deliver the brand strategy                | 4.1 Create a brand plan  | <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Macro and micro environmental factors</li> <li>• Marketing mix elements</li> <li>• Market share and retention plan</li> <li>• Integrated marketing communications</li> <li>• Synergy with organisational marketing plan</li> </ul>   |
|  | 4.2 Discuss barriers to brand building and how they might be overcome                  | <ul style="list-style-type: none"> <li>• Sustainability and CSR</li> <li>• Societal challenges</li> <li>• Trust</li> <li>• Maintaining an authentic voice</li> <li>• Market conditions</li> <li>• Resource management</li> <li>• Licensing/Trademarks/Global legislation</li> </ul>   |
|  | 4.3 Assess how well data is converted to insight to improve the brand plan             | <ul style="list-style-type: none"> <li>• Marketing tools</li> <li>• Market research and evaluation techniques</li> <li>• Reliable information sources</li> <li>• Analytical techniques</li> <li>• The voice of the customer</li> <li>• Societal data impacts</li> <li>• Changing societal / community values, attitudes and behaviours</li> </ul>   |



## Unit 3: Brand Metrics

| <b>Learning Outcomes</b><br>The learner will:                                    | <b>Assessment Criteria</b><br>The learner can:   | <b>Indicative Content</b>  |
|--|--|--|
| 5. Apply a range of techniques to manage the resources to deliver the brand plan | 5.1 Analyse the human and physical resources needed to support the brand plan                    | <ul style="list-style-type: none"> <li>• Culture</li> <li>• Skills</li> <li>• Outsourcing vs in-house</li> <li>• Global vs Local control of brand</li> <li>• Budget</li> </ul>   |
|  | 5.2 Reflect on the effectiveness of the contribution of brand management on corporate reputation | <ul style="list-style-type: none"> <li>• Identity and image</li> <li>• Sustainability</li> <li>• Crisis management</li> <li>• Positive and negative impact on corporate reputation</li> <li>• Maximising resources to achieve brand objectives</li> </ul>  |
| 6. Interpret brand metrics and adapt the brand plan for continuous improvement   | 6.1 Assess the outcomes of a range of brand metrics to determine the performance of the brand    | <ul style="list-style-type: none"> <li>• Behaviour, perception and performance metrics</li> <li>• Digital and offline evaluation tools</li> <li>• Brand equity/strength</li> <li>• Brand measurement dashboard</li> <li>• Conversion tracking</li> <li>• KPIs</li> <li>• The balanced scorecard</li> </ul> |
|  | 6.2 Recommend revisions to the brand plan based on a range of metrics and analytics              | <ul style="list-style-type: none"> <li>• Competitor intelligence</li> <li>• Digital tools</li> <li>• Real time metrics and long-term surveys</li> <li>• Continuous improvement plans</li> </ul>  |



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