



PRODUCTS, SERVICES AND BRANDING STRATEGY

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

UNIT SPECIFICATION

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Unit Title

Products, Services and Branding Strategy

Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

Learning outcome Learner will:	Assessment criteria Learner can:
1.0 Understand the nature of products and services available to consumers and businesses	1.1 Explain what is meant by a product and service 1.2 Examine the different levels of products and services (i.e. core benefits, actual product and augmented product) 1.3 Analyse the market classification of products (i.e. consumer products and industrial products) 1.4 Evaluate the three levels at which marketers make product and service decisions (i.e. individual product and service decisions, product line decisions and product mix decisions)
2.0 Understand strategic issues relating to new product development	2.1 Explain the significance of new product development 2.2 Examine the stages involved in new product development (i.e. idea generation, idea screening, concept testing, business analysis, product development and testing, market testing, product launch and commercialization) 2.3 Describe the risks associated with new product development 2.4 Analyse the product life cycle and evaluate its importance to the marketing department of an organization
3.0 Understand strategic issues relating to brands and branding	3.1 Explain the meaning of brand equity, brand image and brand valuation 3.2 Give an account on why companies and organizations brand themselves and their products 3.3 Evaluate the major brand strategy decisions (i.e. brand positioning, brand name selection, brand sponsorship, brand development)

<p>4.0 Understand how to effectively manage service marketing</p>	<p>3.4 Examine how strong brands can be developed 3.5 Differentiate between different types of brands (i.e. family brands, individual brands, own-label brands)</p> <p>4.1 Examine the nature and characteristics of a service 4.2 Analyse marketing strategies for a service firm 4.3 Give an account on the service profit chain 4.4 Analyse how a service firm can manage differentiation, quality and productivity</p>
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Recommended learning resources

<p>Indicative reading</p>	<p>Rita Clifton 2009; Brands and branding. Economist Books. ISBN: 978-1846681196</p> <p>Groucutt et al 2004. Marketing; essential principles, new realities: London ISBN: 0 7494 4114 3</p> <p>Kotler et al 2009. Marketing, An introduction: Pearson Education London ISBN 978-0-273-71395-1</p> <p><u>Further reading</u> Paul Baines et al 2010; Marketing 2nd edition. OUP Oxford ISBN: 978-0199579617</p> <p>David Jobber 2009; Principles and practice of marketing. McGraw Hill ISBN: 978-0077123307</p>
<p>Learning Aid</p>	<ul style="list-style-type: none"> • A comprehensive IPED study material is available to aid in learning and research of this unit. • We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.