Title of the Module/Unit	Module Number 11: Branding and Advertising / Module Reference MKG03
Module/Unit Description In this section kindly provide a brief description of the module	This module will focus on the composition of brands, how these are developed, built and sustained through various marketing initiatives. The module will also cover the nature and different forms of advertising that organisations use to attract and retain customers. Participants will be exposed to the concepts of branding, the benefits of branding and the importance of uniqueness that brands provide through their own individual promises of quality. Participants will also understand the importance of advertising initiatives taken, how to measure the effectiveness of advertising and how to determine which advertising initiatives are more adequate for specific situations. During this module participants will focus on understanding how brands function as well as learning how advertising helps the organisation reach out to its' customers.
Learning Outcomes	Competences: .
Autonomy and Responsibility: Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc.	At the end of the module/unit the learner will be able to:
	a) Analyse the characteristics of brands, their significance to the organisation
	and their appeal to customers;
	b) Coordinate the factors that strengthen brands as well as the brand imagery
	and association that are integral parts of brand success;
	c) Monitor the organisation's branding and advertising activities to strengthen
	the organisation's competitive position and help attain marketing objectives;
	d) Create and implement an advertising campaign;
Knowledge and Understanding: count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc.	e) Carry out various advertising techniques that may be used to promote
	effectively a product or service.
	Knowledge:
(Example of learning outcome structure: Action Verb + Object + Context Identify basic different range of glassware and state their use.)	At the end of the module the learner will have been exposed to:
	a) Develop the main components making up brands and implement the main
	steps leading to successful advertising campaigns;
	b) Define the unique characteristics that make up the brand's strength and how
	this sustains competitive advantage of the respective product;
	c) Design advertising activities and promotions, with the intention of marketing

the organisation's product and/or service effectively;

d) Identify the brand's positioning in the corporate strategy, and focus on the specific promotions implemented to strengthen the brand.

Skills:

Applying Knowledge and Understanding:

apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange

(Example of learning outcome structure:

Action Verb + Object + Context Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.) At the end of the module the learner will have acquired the following skills:

- a) Demonstrate the importance of a brand and how to introduce and strengthen the brand;
- b) Plan different advertising initiatives that may be taken to help the organisation achieve its' marketing objectives;
- c) Prepare the various activities undertaken with regards to developing, designing and creating a brand;
- d) Implement the principles of advertising within a specific organisation.

Module-Specific Learner Skills

(Over and above those mentioned in Section B)

At the end of the module/unit the learner will be able to

- a) Demonstrate the unique contribution provided by brands to an organisation;
- b) Adapt creative ideas to meet an organisation's business needs of developing competitive advantage through its' own advertising activities;
- c) Develop the basis for a strong competitive brand.

Module-Specific Digital Skills and Competences

(Over and above those mentioned in Section B)

etc.

At the end of the module/unit, the learner will be able to

- a) Carry out social media activities geared towards improving the strength of an organisation's brand;
- b) Promote an organisation's brand through digital marketing activities;
- c) Coordinate an advertising campaign using digital tools.