



QUALIFI

SUCCESS THROUGH LEARNING
RECOGNISED WORLDWIDE

QUALIFI ASSESSMENT DOCUMENT

Qualification	QUALIFI Level 7 Diploma in Strategic Marketing
Qualification No (RQF)	610/2615/3
Unit Name	Strategic Brand Management
Unit Reference	M/650/7079
No of Credits	20 Credits

Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

- Centre Specification
 - o Can be found at <https://qualifi.net/qualifi-level-7-diploma-in-strategic-marketing/>
- Qualifi Quality Assurance Standards
- Qualifi Quality Policy Statement

Plagiarism and Collusion

In submitting the assignment Learner's must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count.

Your accredited study centre will direct you to the appropriate software that checks the level of similarity. Qualifi recommends the use of <https://www.turnitin.com> as a part of the assessment.

Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution.

Collusion occurs when two or more learners submit work which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence

Please familiarise yourself on Qualifi's Malpractice and Maladministration policy, where you can find further information

Referencing

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used.

The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however, the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Qualifi recommends using Harvard Style of Referencing throughout your work.

Appendices

You may include appendices to support your work, however appendices must only contain additional supporting information, and must be clearly referenced in your assignment.

You may also include tables, graphs, diagrams, Gantt chart and flowcharts that support the main report should be incorporated into the back of the assignment report that is submitted.

Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment, in accordance of Harvard Style Referencing, and referenced at the end of the assignment.

Confidentiality

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion.

Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

Word Count Policy

Learners must comply with the required word count, within a margin of +10%. These rules exclude the index, headings, tables, images, footnotes, appendices and information contained within references and bibliographies.

When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

Submission of Assignments

All work to be submitted on the due date as per Centre's advice.

All work must be submitted in a single electronic document (.doc file), or via Turnitin, where applicable.

This should go to the tutor and Centre Manager/Programme Director, plus one hard copy posted to the Centre Manager (if required)

Marking and grades

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

Learning Outcomes and Assessment Criteria

Learning Outcomes	Assessment Criteria
When awarded credit for this unit, a learner will:	Assessment of this learning outcome will require a learner to demonstrate that they can:
1. Understand the concept of brand and how branding relates to other areas of marketing including, sustainability and corporate communications.	1.1 Analyse the concept of a brand, brand elements and brand management. 1.2 Analyse the relationship between corporate communication, corporate branding and individual product branding. 1.3 Evaluate the relationship between brand identity, brand image, brand positioning, and brand personality. 1.4 Evaluate the role of corporate social responsibility and sustainability practices in branding.
2. Understand branding models, brand equity, brand personality, corporate reputation and corporate communication and their interrelations.	2.1 Analyse the factors that drive brand identity and brand positioning. 2.2 Analyse brand personality of a brand or an organisation. 2.3 Analyse the interrelationship between brand management and corporate reputation to sustain brand equity. 2.4 Evaluate the models of brand equity and the impact of brand equity on organisational success. 2.5 Analyse how brand equity and reputation can be developed through integrated marketing programmes together with a digital presence.
3. Understand the process and factors related to developing and enhancing brand image over time.	3.1 Analyse the main branding challenges in contemporary markets and potential approaches to overcome them. 3.2 Analyse the basis of brand association and brand differentiation. 3.3 Analyse the process and stages of brand launch sponsorship and development over time.

4. Understand the development of brand management strategies to meet marketing objectives.

4.1 Justify a brand development strategy and brand management plan.

4.2 Analyse the human and physical resources needed to support the brand plan.

4.3 Evaluate a marketing campaign, including digital & social media campaigns to successfully develop a brand position to meet marketing objectives.

4.4 Evaluate the outcomes of a range of brand metrics to determine the performance of the brand.

Assignment Question

SM 705	Strategic Brand Management	
Formative Assessment:		Formatting Requirements:
<p>Explain how a product of your choosing has been turned into a brand. Your answer must include:</p> <ul style="list-style-type: none"> • An outline of how it functions as a brand within its sector • An identification of its workings as a brand with respect to brand image, brand personality and brand personality. • A discussion of the brand's positioning in the context of corporate social responsibility 		<p>700-900 words Justified alignment Single-spaced 12pt Times New Roman font Use an appropriate referencing system for footnotes and citations</p>
Summative Assessment:		Formatting Requirements:
<p>Evaluate how a company of your choosing responded to a major challenge to one of its brands. Your answer must include:</p> <ul style="list-style-type: none"> • An outline of the brand and the problems that it faced • An explanation of the brand response, particularly the human, resource and digital elements of the brand • A judgment of the overall effectiveness of the campaign against a set of metrics traditionally used for this type of brand 		<p>3000-4000 words Justified alignment Single-spaced 12pt Times New Roman font Use an appropriate referencing system for formatting and citations</p>

Marking Scheme

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Criteria	80+	70	60	50	40	30	0
Content (alignment with assessment criteria)	Extensive evaluation and synthesis of ideas; includes substantial original thinking	Comprehensive critical evaluation and synthesis of ideas; includes coherent original thinking	Adequate evaluation and synthesis of key ideas beyond basic descriptions; includes original thinking	Describes main ideas with evidence of evaluation; includes some original thinking	Describes some of the main ideas but omits some concepts; limited evidence of evaluation; confused original thinking	Largely incomplete description of main issues; misses key concepts; no original thinking	Inadequate information or containing information not relevant to the topic
Application of Theory and Literature	In-depth, detailed and relevant application of theory; expertly integrates literature to support ideas and concept	Clear and relevant application of theory; fully integrates literature to support ideas and concepts	Appropriate application of theory; integrates literature to support ideas and concepts	Adequate application of theory; uses literature to support ideas and concepts	Limited application of theory; refers to literature but may not use it consistently	Confused application of theory; does not use literature for support	Little or no evidence of application of theory and relevant literature
Knowledge and Understanding	Extensive depth of understanding and exploration beyond key principles and concepts	Comprehensive knowledge and depth of understanding key principles and concepts	Sound understanding of principles and concepts	Basic Knowledge and understanding of key concepts and principles	Limited and superficial knowledge and understanding of key concepts and principles	Confused or inadequate knowledge and understanding of key concepts and principles	Little or no evidence of knowledge or understanding of key concepts and principles
Presentation and Writing Skills	Logical, coherent and polished presentation exceeding expectations at this level; free from errors in mechanics and syntax	Logical, coherent presentation demonstrating mastery; free from errors in mechanics and syntax	Logical structure to presentation; makes few errors in mechanics and syntax which do not prohibit meaning	Orderly presentation; minor errors in mechanics and syntax	Somewhat weak presentation; errors in mechanics and syntax may interfere with meaning	Confused presentation; errors in mechanics and syntax often interfere with meaning	Illogical presentation lacking cohesion; contains significant errors that interfere with meaning
Referencing	Advanced use of in-text citation and references	Mastery of in-text citation and referencing	Appropriate use of in-text citation and referencing	Adequate use of in-text citation and referencing	Limited use of in-text citation and referencing	Inadequate use of citation and referencing	Little or no evidence of appropriate referencing or use of sources

Instructor's Comments:

FOR INSTRUCTORS/MARKERS ONLY:

Directions for Using the Qualifi Rubric:

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right which best reflects the student's work on this particular assessment activity (e.g., project, presentation, essay).
2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled "Instructor's comments."
3. To arrive at a mark, total the boxes and divide by 5 to arrive at final

mark. **Example:**

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Range	80-100	70-79	60-69	50-59	40-49	35-39	0-34

Criteria	Score
Content	50
Application of Theory and Literature	40
Knowledge and Understanding	50
Presentation/Writing Skills	40
Referencing	40
Total Score	220/5 = 44, Basic



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