

IPM555 Assessing IP in Branding & Franchising

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

IPM555 Assessing IP in Branding & Franchising analyses the brand of a business as an example of intellectual property (IP) which can be one of the most valuable assets to an organisation. Students will learn how to assess an organisation's IP portfolio to determine how branding can support its IP exploitation strategies and increase overall economic value. With franchising a key form of business ownership and a strategy for growing ventures, the course will also examine the IP and strategic issues related to franchising from both the franchisor and franchisee's point of view, and equip students to evaluate the franchise decision and implementation of IP management strategies.

Topics:

- IP and the Creative Process
- IP Related to Branding
- The Influencers of Branding
- IP Strategies Related to Branding
- Creating and Integrating a Branding Process
- Executing an IP Branding Strategy
- What is Franchising?
- Types of Franchising
- Benefits and Disadvantages of Purchasing a Franchise
- IP and the Franchise Relationship
- Legal Issues Associated with the Franchise Relationship
- Developing a Franchise Business Model
- Franchise Market Development
- International Considerations for Franchising

Textbooks:

Chasser, A and Wolfe, J (2010).: Brand Rewired: Connecting Branding, Creativity, and Intellectual Property Strategy (Alt e-ISBN: 9780470648827) John Wiley
ISBN-13: 9780470648841

Learning Outcome:

- Analyse how the law protects brands
- Evaluate IP assets that are related to branding
- Distinguish the various types of IP exploitation strategies in relation to branding
- Relate the economic value of branding to an organisation
- Appraise the business significance of IP in branding
- Examine the importance of franchising from an IP perspective
- Appraise the most important IP and legal aspects of franchising
- Examine the importance of the franchisor and franchisee relationship
- Evaluate IP portfolio to identify IP assets that are related to branding
- Analyse how IP in branding can support IP exploitation strategies
- Recommend follow-up actions to achieve IP objectives through branding
- Demonstrate an understanding of the concept of franchising
- Examine branding, trade mark, and other legal instruments involved in franchising
- Compare the benefits and drawbacks of buying a franchise
- Critique a franchise agreement

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	4
	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	2
	PARTICIPATION 1	5
	GROUP BASED ASSIGNMENT 1	45
Overall Examinable Components	Written Exam	40
Total		100