**BUS7C3 Portfolio Assignment Template**

**Task 1 - VLOG Structure & Content Guidelines**

**Introduction (1 minute)**

* Introduce yourself and the topic.
* Briefly define employer branding and its importance in today's business environment.
* State your chosen theme (e.g., retention) and how employer branding influences it.

**Main Discussion (4–5 minutes)**

* Explain the relationship between employer branding and your chosen theme.
* Use relevant theories, models, and research to support your discussion.
* Provide examples of how organisations apply employer branding strategies in your chosen theme.
* Highlight potential challenges or limitations of employer branding in this context.

**Conclusion (1 minute)**

* Summarise key points.
* Reinforce the importance of employer branding for competitive advantage.
* Provide a final thought or recommendation for businesses.

**VLOG Production & Submission Requirements:**

* Format: 5–7-minute video (Panopto or MP4.
* Delivery: Ensure clear communication, good pacing, and professional tone.
* Visuals: You may use slides, graphics, or infographics to enhance engagement.
* Citations: Reference key theories and sources on-screen or in a separate bibliography.
* Submission: Upload your VLOG file to the Panopto submission point on Moodle by the deadline.

**Task 2 - Branded Social Media Campaign**

**Branded Promotional Visual Post (Core Deliverable)**

* Create a carousel of 3-5 branded social media images (e.g., Instagram slides, LinkedIn post, Facebook or X).
* The campaign should showcase how branding influences commercial drive and customer engagement.
* It should reflect a strong brand identity, clear messaging, and a customer-focused approach.

**Social Media Caption & Call-to-Action (CTA)**

* Write a social media post (150-200 words) that would accompany your advert.

The caption should:

* Communicate the brand’s value proposition.
* Engage customers through an effective CTA (e.g., shop now, learn more, sign up).
* Use a tone that aligns with the brand identity.

**Strategic Justification Report (750 words)**

* Provide a critical analysis of your campaign, linking it to branding theories and commercial strategy.

Discuss:

* How branding influences commercial performance.
* The customer-focused principles integrated into your campaign.
* Real-world examples of brands successfully using similar strategies.
* National vs. international branding considerations (if relevant).

**Task 3 - Strategic White Paper: The Value of Branding in International Organisations**

**Executive Summary (150-200 words)**

* Provide a concise overview of the white paper.
* Summarise the importance of branding in international organisations.
* Highlight key findings, challenges, and recommendations.

**Tip:** This section should be written last to ensure it accurately reflects the content of the report.

**Introduction (200-250 words)**

* Define branding in an international organisational context.
* Explain branding’s strategic role beyond marketing (e.g., HR, reputation, corporate identity).
* Outline the key themes explored in the white paper.
* State the importance of data-driven insights and contemporary research in branding analysis.

**Learning Outcome Addressed**  
**LO1:** Branding’s value in organisations.

**Tip:** Keep it engaging and to the point.

**The Strategic Importance of Branding (400-500 words)**

* Explain why branding is a crucial asset in international organisations.
* Explore its impact on:

1. **Market Differentiation** – How branding helps companies stand out.
2. **Customer Loyalty & Trust** – The role of brand perception in consumer decisions.
3. **Employer Branding & HR** – How strong branding attracts and retains talent.

* Use academic theories and real-world examples to support arguments.

**Learning Outcomes Addressed**  
**LO1 & LO2:** Branding’s role in business functions (marketing, HR, etc.).

**Tip:** Incorporate at least three relevant branding theories (e.g., Keller’s Brand Equity Model, Aaker’s Brand Identity Model).

**Global Challenges in Branding (400-500 words)**

* Identify major challenges that impact branding in international organisations:

1. **Cultural Differences** – Adapting branding across diverse markets.
2. **Digital & Social Media Evolution** – Managing brand reputation online.
3. **Ethical Branding & CSR** – The rise of sustainability-driven branding.

* Provide data-driven insights and case study examples.
* Suggest solutions for overcoming these challenges.

**Learning Outcomes Addressed**  
**LO3:** Global challenges and solutions in branding.

**Tip:** Use data, industry reports, and academic references to reinforce your arguments.

**Branding, Commercial Performance & Customer Focus (400-500 words)**

* Explain **how branding contributes to financial success**:

1. **Revenue Growth & Market Share** – The role of branding in increasing profitability.
2. **Customer Engagement & Brand Loyalty** – How effective branding builds relationships.

* Provide real-world examples of brands that successfully balance commercial success and customer-centric strategies.

**Learning Outcomes Addressed**  
**LO4:** The relationship between branding, commercial drive, and customer engagement.

**Tip:** Discuss brands that have excelled or failed due to branding strategies.

**Future Trends & Strategic Recommendations (300-400 words)**

* Discuss emerging branding trends that will shape the future:

1. **AI-Powered Branding & Personalisation**
2. **Sustainability & Ethical Consumerism**
3. **Authenticity & Transparency in Branding**

* Provide three key strategic recommendations for international organisations.

**Learning Outcomes Addressed**  
**LO5:** Evaluating the future of branding in an international context.

**Tip:** Ensure your recommendations are practical, supported by research, and forward-thinking.

**Conclusion (150-200 words)**

* Summarise the key takeaways.
* Reinforce branding’s importance in international organisations.
* Highlight challenges and opportunities for future branding strategies.

**Tip:** Do **not** introduce new arguments—focus on synthesising your discussion.

**References (Wrexham University Harvard Style)**

* Use a mix of academic journal articles, books, and industry reports.
* Ensure proper in-text citations throughout the paper.

**Tip:** Aim for quality over quantity—rely on well-researched sources.

**Requirements**

* **Word Count**: 2,000 words max
* **Format**: Professional White Paper (Word)
* **Structure**: Headings, subheadings, visuals where relevant

Following this comprehensive structure ensures a critical, data-driven, and well-supported white paper.

**Task 4 - Critical Personal Reflection (1200 words) LO 1,2,3,4&5**

**Using a Reflective Model**

You should structure your reflection using a recognised reflective model such as:

* Gibbs’ Reflective Cycle (Description, Feelings, Evaluation, Analysis, Conclusion, Action Plan)
* Kolb’s Experiential Learning Cycle (Concrete Experience, Reflective Observation, Abstract Conceptualisation, Active Experimentation)

**Reflecting on the Learning Experience**

Students should provide an individual reflective account of their experience completing this portfolio. This section should include:

* What was learned: Key insights and knowledge gained from the research and writing process.
* How it was applied: Discussion of methods used to analyse branding from an international perspective.
* Challenges faced: Difficulties encountered in the research and writing process, and how they were overcome.
* Future application: How this learning will be applied in a professional business context.

**Justification of Approach**

You will also need to include a justification why you took a specific approach in your portfolio development. Considerations may include:

* Why certain branding theories and models were chosen
* The rationale behind selected case studies and data sources
* How the structure of the report aligns with academic and industry expectations