

Subject Code	MM588
Subject Title	Brand Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	<p>This course is designed to provide students with a comprehensive and contemporary understanding of how to build, manage, and sustain enduring brands in today's rapidly evolving business landscape. Students will explore the multifaceted concept of branding from a variety of perspectives, delving into both foundational theories and the latest industry practices.</p> <p>Key topics will include the impact of technological advancements, the strategic use of big data and artificial intelligence, the growing importance of corporate social responsibility (CSR) and environmental, social, and governance (ESG) criteria, as well as the transformative roles of social media and e-commerce in shaping brand value and consumer engagement. These discussions will ensure that the course remains highly relevant and practically valuable for business managers across different disciplines and industries.</p> <p>The course will also address disruptive forces such as the digital revolution, the rise of the sharing economy, and the ongoing effects of the post-COVID-19 era. By examining these factors, students will gain insights into the latest market dynamics and the shifting business environment, equipping them to respond proactively to change.</p> <p>Recognizing China's status as the world's second-largest economy and a key driver of global growth, the course will place special emphasis on branding strategies within the Chinese market. This focus will help students develop a global perspective, with China as an integral component of international brand management strategies.</p> <p>Branding will be examined not only in the context of products, but also as it applies to organizations, countries, and individuals. Through case studies and practical examples, the instructor will illustrate the full spectrum of branding—from corporate to personal branding—enabling students to appreciate the strategic value of branding for both organizations and individuals.</p> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management).</p>
Intended Learning Outcomes	<p>Upon successful completion of this subject, students will be able to:</p> <ol style="list-style-type: none"> Demonstrate a thorough understanding of the importance of branding from both corporate and consumer perspectives. Recognize and evaluate brand equity as a critical asset for driving sustainable business growth. Identify and apply effective strategies for communicating brand value to foster customer loyalty and long-term engagement. Integrate branding strategies into comprehensive marketing plans to enhance overall marketing effectiveness.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> Brand Positioning and Personality Examine the process of identifying and establishing a unique brand position in the marketplace. Explore how to craft and communicate a compelling brand personality that resonates with target audiences, differentiates from competitors, and aligns with organizational values.

	<ul style="list-style-type: none"> • Brand Equity Understand the concept of brand equity and its components, including brand awareness, perceived quality, brand associations, and brand loyalty. Learn how to measure, build, and leverage brand equity as a strategic asset to drive business growth and competitive advantage. • Brand Values and DNA Investigate the core values, mission, and vision that form the foundation of a brand's identity—its “DNA.” Analyze how these elements shape brand culture, guide decision-making, and influence stakeholder perceptions. • Branding Research Gain practical skills in conducting branding research, including qualitative and quantitative methods. Learn how to assess brand health, track consumer perceptions, and evaluate the effectiveness of branding initiatives using data-driven insights. • Brand Strategy Develop the ability to formulate and implement comprehensive brand strategies that align with business objectives. Topics include brand architecture, brand portfolio management, brand extension, co-branding, and repositioning in response to market changes. • Brand Protection (Crisis Management) Explore the importance of protecting brand reputation through effective crisis management strategies. Learn how to anticipate, identify, and respond to potential threats—such as negative publicity, product recalls, social media backlash, or ethical scandals—that can damage brand equity. Examine best practices for crisis communication, stakeholder engagement, and reputation recovery to ensure brand resilience in the face of challenges. • Brand Communication Examine integrated brand communication strategies across traditional and digital channels. Learn how to craft consistent brand messages, leverage storytelling, engage with consumers through social media, and manage brand image in a dynamic media landscape.
Teaching/Learning Methodology	<p>This course adopts an interactive and experiential approach to learning, designed to engage students at a postgraduate level and foster critical thinking, analytical skills, and practical application of brand management concepts.</p> <p>Students are expected to actively contribute by raising questions, participating in class discussions, and sharing insights. The course structure includes a blend of lectures, exercises, case analyses, class discussions, a mid-term and a group project.</p> <p>Lectures will cover key topics in branding, supplemented by carefully selected readings that provide deeper insights into contemporary brand management practices and support students in preparing for case analyses and group assignments.</p> <p>Case analyses form a core component of the course, offering students the opportunity to apply theoretical knowledge to real-world business scenarios. Each session will feature an integrated class exercise, during which students will discuss an assigned topic in groups and then share their analysis with the class. The instructor will provide his perspective on how to tackle the business challenge, synthesizing key points and sharing professional insights.</p> <p>In addition, students will be assigned specific topics to research in advance. They will take turns presenting their key learnings to the class, fostering an active learning environment where students are empowered to become knowledge contributors rather than passive recipients.</p> <p>To bridge theory and practice, the course will feature high-caliber guest speakers at the CEO or Marketing Director level, who will share their firsthand experiences in brand</p>

building. These sessions will provide students with valuable perspectives on how branding theories and strategies are implemented in the real commercial world.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
		a.	b.	c.	d.	
Continuous Assessment*	100%					
1. Class participation	5%	✓	✓	✓	✓	
2. Individual essay submission	15%	✓	✓	✓		
3. Mid-term	20%		✓	✓	✓	
4. Final group project – presentation and report submission	60%	✓	✓	✓	✓	
Total	100 %					

**Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the Appropriateness of Assessment Methods in Assessing the Intended Learning Outcomes:

The assessment methods for the Brand Management course are thoughtfully designed to ensure that students achieve the intended learning outcomes through a combination of theoretical understanding, critical analysis, and practical application. These methods collectively foster a comprehensive and engaging learning experience. Specifically, the assessments are structured to ensure that students:

- **Critically Consider and Analyze Key Issues:**
Students are required to engage with and analyze the core issues and concepts presented in lectures, demonstrating their ability to synthesize information and apply brand management theories to real-world scenarios.
- **Engage in Independent Research and Reading:**
By reading relevant chapters from the recommended textbook, as well as supplementary materials such as research journal articles, case studies, newspaper reports, and industry analyses, students broaden their perspectives and deepen their understanding of contemporary brand management practices.
- **Evaluate Alternative Approaches and Theories:**
Assessments encourage students to appreciate and critically evaluate a range of approaches, perspectives, and theories for addressing strategic brand management challenges, promoting open-mindedness and adaptability.
- **Practice Critical Reflective Thinking:**
Students are prompted to undertake reflective thinking about new ways of

	<p>approaching brand management, fostering innovation and the ability to adapt to evolving market dynamics.</p> <ul style="list-style-type: none"> • Interact with Industry Practitioners: Direct interaction with guest speakers allows students to connect theoretical knowledge with practical insights, enhancing their understanding of current industry trends and challenges. <p>Immediate feedback is provided to students following presentations, and all students are encouraged to participate in post-presentation discussions. This approach not only reinforces learning but also cultivates a collaborative environment for continuous improvement and peer-to-peer learning.</p> <p>Overall, these assessment methods are highly appropriate for evaluating students' mastery of brand management concepts, their ability to think critically and strategically, and their readiness to apply these skills in professional contexts.</p>	
Student Study Effort Expected	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	20 Hrs.
	▪ Preparation for assignment / group project and presentation	100 Hrs.
	Total student study effort	159 Hrs.
Reading List and References	<p><u>Textbook</u> <i>Decoding Branding – A Complete Guide to Building and Revamping Brands in the Age of Disruption</i> by Royce Yuen; 2021; Routledge. A full set of lecture notes compiled by the instructor will be uploaded on Moodle for free downloading prior to the commencement of the course. Some of the lecture notes may only contain the heading and key bullet points. There will be clear indication of the respective chapter and pages that the students should refer to for the complete content of the topic.</p> <p><u>Reading List and References</u> Keller, Kevin Lane, <i>Strategic Brand Management - Building, Measuring, and Managing Brand Equity</i>, Pearson International (the newest edition). Keller, Kevin Lane (2008). <i>Best Practice Cases in Branding</i>, (3rd Ed.), Upper Saddle River, NJ: Prentice-Hall Lindstrom, Martin (2010). <i>Brand Sense</i>, Kogan Page Gobe, Marc (2010). <i>Emotional Branding: The New Paradigm for Connecting Brands to People</i>, Allworth Press. Other notes provided by the lecturer. *** <i>This reading list is indicative only. Please do not buy any books before attending the class.</i></p>	