

## Subject Description Form

<b>Subject Code</b>	MM4831
<b>Subject Title</b>	Strategic Brand Management
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	<b>Pre-requisite:</b> Introduction to Marketing (MM2BN05) or Introduction to Marketing (MM2711) or equivalent
<b>Role and Purposes</b>	This subject is designed to develop students' understanding of managing brands from conception and introduction of new brands to managing them throughout their life cycles. It contributes to the BBA Programme Outcomes in the following ways. The content directly addresses of value creation, cultural diversity and globalization, and business ethics. The classroom activities and group projects develop students' teamwork, ability to communicate verbally and in writing in English, solve problems by applying relevant conceptual frameworks and creative thinking.
<b>Subject Learning Outcomes</b>	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> <li>a. Appraise the importance of branding and its positioning within the consumer mindset;</li> <li>b. Formulate strategies to effectively manage a brand;</li> <li>c. Evaluate brand equity in terms of assets that eventually strengthen a product brand;</li> <li>d. Synchronize branding with other marketing mixes to produce effective marketing campaign; and</li> <li>e. Studying this subject will also help develop students' systematic thinking, cultural appreciation, oral and written communication skill, and imaging skills.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"> <li>a) Understanding what a brand and branding mean to the marketer and consumer</li> <li>b) Identifying and establishing brand positioning and values</li> <li>c) Planning and implementing brand marketing programs</li> <li>d) Measuring and interpreting brand performance</li> <li>e) Growing and sustaining brand equity</li> </ul>
<b>Teaching/Learning Methodology</b>	Students are required to give their inputs at an undergraduate level by raising questions and involving in class discussions. Students learn by attending lectures, involving in class discussions, and exchanging ideas with their colleagues. Students are expected to read the prescribed text prior to the lecture for class discussion and case presentation.

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	e
	<b>Continuous Assessment</b>	<b>100%</b>					
Quiz	25%	✓	✓		✓	✓	
Group Project	35%	✓	✓	✓	✓	✓	
Class Discussion and Participation	10%	✓	✓	✓	✓	✓	
Individual Case Analysis	30%	✓	✓	✓		✓	
Total	100 %						
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> <li>▪ Consider and analyse the issues and concepts which are presented in the lectures;</li> <li>▪ Read relevant chapters of the recommended textbook and other support learning material including research journal articles, cases, newspaper reports, industry reports, etc.,;</li> <li>▪ Appreciate that there are alternative approaches, perspectives and theories to deal with the strategic issues;</li> <li>▪ Undertake critical reflective thinking and practice about new ways of thinking and new ways of strategic brand management.</li> </ul> <p>Feedback is given to students immediately after they have presented their view and all students are invited to join this discussion.</p>							
<b>Student Study Effort Expected</b>	Class contact:						
	▪ Lectures					39 Hrs.	
	Other student study effort:						
	▪ Preparation for lectures					39 Hrs.	
	▪ Preparation for assignment / group project and presentation					39 Hrs.	
	Total student study effort						117 Hrs.
<b>Reading List and References</b>	Textbook:						

Keller, K.L. and Swaminathan, V. (2023), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Global Edition, 5<sup>th</sup> Edition, Pearson.

Reference:

Keller, K.L. (2008), *Best Practice Cases in Branding: Lessons from the World's Strongest Brands*, Upper Saddle River, NJ, Pearson/ Prentice Hall Higher Education.

Keller, K.L., (2007) *Best Practice Cases in Branding for Strategic Brand Management*, 3<sup>rd</sup> Edition, Pearson College Div

Other notes provided by the lecturer.

*\*\*\* This reading list is indicative only. Please do not buy any books before attending the class.*

July 2023