

# CET310 Branding Using Social Media

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY SEMESTER

## Synopsis:

Students will learn the core principles of brand management and apply them in the social media and digital environment. Students will also learn how to implement an integrated digital marketing programme through social media so as to maximise a brand's equity and attain its desired market position in the minds of consumers.

## Topics:

- Introduction to Brand Management
- Frameworks for Social Media Strategy Development
- Formulate Social Media Strategy for Brand Building
- Understanding Customer-Based Brand Equity
- Understanding the Value of IMC Concepts in Social Media Branding
- Applying IMC Strategies to Social Media Branding
- Establish Brand Equity Through Building brand Resonance
- Executing Digital Content Management for Social Media Branding
- Deploying Social Media Engagement for Brand Resonance
- Monitoring Brand Equity Through Social Media
- Understanding Brand Safety in Social Media
- Develop and Execute Integrated Digital Marketing Programme

## Learning Outcome:

- Analyse the brand management process in social media environment
- Examine the meaning and various sources of brand equity
- Discuss the role of brand resonance in social media environment
- Assess how brands leverage social media to engage prospects and customers
- Demonstrate the importance of a brand mantra in establishing a brand position
- Illustrate the importance of brand safety in social media environment
- Develop brand mantras to guide the brand management process
- Create and build brand equity through social media platforms
- Formulate a branding strategy using appropriate social media platforms
- Execute integrated digital marketing programme through social media platforms

## Assessment Strategies:

Continuous Assessment Component	Weightage (%)
GROUP BASED ASSIGNMENT	15
PRE-CLASS QUIZ	2
CLASS TEST	15
PRE-CLASS QUIZ	2
PARTICIPATION	14

PRE-COURSE QUIZ	2
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
Written Exam	50
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**