

# **MKT354e Brand Management**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

**E-Learning:** BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

## **Synopsis:**

MKT354 Brand Management is the practice of inventing, developing and nurturing a company's most important asset – its brand. The intangible value of a branded product or service differentiates it from competitors and creates strong bonds with consumers and customers. Students will learn about the design and implementation of marketing programmes and activities to build, measure and manage brand equity.

## **Topics:**

- Introduction to brand management
- Customer-based Brand Equity
- Brand Positioning
- Choosing Brand Elements to build brand equity
- Designing Marketing Programmes to Build Brand Equity
- Planning Integrating Marketing Communications to Build Brand Equity
- Leveraging Secondary Brand Association to Build Brand Equity
- Developing a Brand Equity Measurement system and measuring sources of brand equity
- Designing and implementing Branding Strategies
- Introducing and naming new products and brand extensions
- Managing brand over time
- Managing Brands over Geographic Boundaries and Market Segments

## **Textbooks:**

Kevin Lane Keller: Strategic Brand Management: Building, Measuring, and Managing Brand Equity 4  
PEARSON  
ISBN-13: 9780273780045

Kevin Lane Keller: Strategic Brand Management: Building, Measuring, and Managing Brand Equity 4  
PEARSON  
ISBN-13: 9780273780045-AA

**Learning Outcome:**

- Examine and distinguish the brand and the brand strategy.
- Discuss brand management theory and analyse different foundations that are used to value brands.
- Propose, evaluate and justify brand development decisions.
- Discuss brand elements.
- Evaluate the role of the marketing mix in supporting successful brands.
- Examine Integrated Marketing Communications in successful branding.
- Assess alternatives in secondary brand associations.
- Examine brand performance.
- Design and propose brand strategies
- Examine the development of brand names and brand extensions
- Discuss the management of brands over time, geographic boundaries and market segments
- Apply brand management theory to real life examples
- Synthesise information and apply them to particular marketing scenarios
- Demonstrate course competence through discussions
- Work effectively in groups to discuss, analyse, prepare and present on brand management topics
- Demonstrate written proficiency
- Make oral presentations in areas related to brand management

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
PRE-COURSE QUIZ	2
PRE-COURSE QUIZ	2
PRE-COURSE QUIZ	2
PARTICIPATION	6
GROUP BASED ASSIGNMENT	38
<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**