

Subject Description Form

Subject Code	MM4831
Subject Title	Strategic Brand Management
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2B05) or Introduction to Marketing (MM2711) or equivalent
Role and Purposes	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 (BBA Outcome 8), cultural diversity and globalization (BBA Outcome 2), and business ethics (BBA Outcome 4). The classroom activities and group projects develop students' teamwork, ability to communicate verbally and in writing in English (BBA Outcome 1), solve problems by applying relevant conceptual frameworks (BBA Outcome10) and creative thinking (BBA Outcome 3).
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. Appraise the importance of branding and its positioning within the consumer mindset. b. Formulate strategies to effectively manage a brand. c. Evaluate brand equity in terms of assets that eventually strengthen a product brand. d. Synchronize branding with other marketing mixes to produce effective marketing campaign. e. Studying this subject will also help develop students' systematic thinking, cultural appreciation, oral and written communication skill, and imaging skills.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> (a) Understanding what a brand and branding mean to the marketer and consumer. (b) Identifying and establishing brand positioning and values (c) Planning and implementing brand marketing programs (d) Measuring and interpreting brand performance (e) Growing and sustaining brand equity
Teaching/Learning Methodology	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
	Continuous Assessment	100%					
Project Report	25%	√	√	√	√	√	
Project Presentation	25%	√	√	√	√	√	
Class Discussion and Participation	15%	√	√	√	√	√	
Individual Report	10%	√	√	√	√	√	
Individual Case Analysis	25%	√	√	√	√	√	
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>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> ▪ Consider and analyse the issues and concepts which are presented in the lectures; ▪ Read relevant chapters of the recommended textbook and other support learning material including research journal articles, cases, newspaper reports, industry reports, etc...; ▪ Appreciate that there are alternative approaches, perspectives and theories to deal with the strategic issues; ▪ Undertake critical reflective thinking and practice about new ways of thinking and new ways of strategic brand management. <p>Feedback is given to students immediately after they have presented their view and all students are invited to join this discussion.</p>							
Student Study Effort Expected	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.				
Reading List and References	<p>Keller, Kevin Lane, <i>Strategic Brand Management, Building, Measuring, and Managing Brand Equity</i>, Prentice Hall, 2008.</p> <p>Keller, Kevin Lane, <i>Best Practice Cases in Branding: Lessons from the World's Strongest Brands</i>, Prentice Hall, 2008.</p>						

Harvard Business School, *Harvard Business Review on Brand Management*, Harvard Business School Press, 1999.

Other notes provided by the lecturer.

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