

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

Textbooks:

: Branding Using Social Media (Customised textbook), Pearson
ISBN-13: 9789813137134

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 (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-CLASS QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	14
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	Written Exam	60
Total		100