

MKT354 Brand Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

MKT354 Brand Management covers 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 – Understanding and Applying the Model
- Developing Brand Positioning
- Choosing Brand Elements to build brand equity
- Apply marketing-mix 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 Portfolio and Brand Architecture Strategies
- Introducing New Products/Services into Brand Architecture Using brand Extension and New Brands
- Managing brand over time
- Managing Brands over Geographic and Market Segments

Textbooks:

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

Learning Outcome:

- Apply the important factors that are critical for building brand equity.
- Examine the impact and usage of brand elements in reinforcing brand equity.
- Discuss how marketing concepts and communications will elevate brand equity.
- Distinguish the different secondary associations that are important in defining the perception of a brand and how they can be applied.
- Appraise the application of brand architecture and brand portfolio towards effective brand management.
- Recommend the different approaches and considerations for managing brands overtime by using relevant techniques and models.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PARTICIPATION 1	12
	GBA - VIDEO 1	16
	TUTOR-MARKED ASSIGNMENT 1	14
	GBA - PPT 1	8
Overall Examinable Components	Written Exam	50
Total		100