MKT541 Digital Branding

Level: 5
Credit Units: 5 Credit Units
Language: ENGLISH
Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

MKT541 Digital Branding introduces brand strategy development and management in the digital era where the marketplace is rapidly evolving, driven by constant innovation and digital technology. This course equips students with relevant knowledge and brand management frameworks that will help them cope with the innovative digital disruptions that is occurring at an accelerated pace. On this premise, this course focuses on the following key areas. Firstly, it explores the impact of digital revolution on branding. The theories and techniques that underscore the audit and evaluation of digital brand touchpoints vis-a-vis the competition are emphasised. This is followed by examining the key concepts underlining brand strategy, coupled with the construction of positioning for brands that is both relevant in the digital space and traditional marketplace. The final area covers the theories and practical applications of digital brand engagement to captivate target audience through storytelling, content management and online campaigns. This is accompanied with an emphasis on digital brand health tracking, where students are able to apply tools to analyse and evaluate the strength and impact of their brand as a result of the digital strategy implementation and execution.

Topics:

- How brands cope with digital revolution
- Digital brand audit
- Developing an innovation roadmap for the brand
- Developing digital brand strategy
- Applying the building blocks of digital brand strategy
- Considerations and applications of digital brand elements
- Leveraging on the power of brand story-telling on digital platforms
- Considerations for protection of core brand assets - trademark considerations
- Managing digital brand assets
- Managing brand engagement on digital platforms
- Understanding tools, channels and dynamics
- Analysing and evaluating brand health across digital and non-digital platforms

Textbooks:

Aaker on Branding: 20 principles on branding David Aaker Morgan James Publishing
ISBN-13: 9781614488323

Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement 3rd Daniel Rowles Kogan Page
ISBN-13: 9781398603196

Learning Outcome:

● Analyse the different extent brands have influenced their target audience across different digital touchpoints.
● Appraise the evolving role of branding in the digital space and how to align it with traditional platforms.
● Evaluate the usage of different elements of a brand strategy framework in defining a digital brand strategy.
● Compare the different approaches towards transformational branding for staying ahead of the competition in both the on-line and off-line space.
● Assess different types of alternative channels and formats for brands to engage their target audience on the digital space.
● Apply an innovation framework for developing new ideas towards transformational branding to effectively engage the target audience.
● Construct a strategy that is relevant for brands to engage their target audience on both on-line and off-line touchpoints.
● Formulate brand management structure and processes where brands can engage their target audiences on multi-channels on digital platforms.
● Create a brand health tracking plan to monitor the impact of the brand on their target audience on digital platforms.
● Demonstrate proficiency in communication.
● Improve proficiency in group work.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	GROUP BASED ASSIGNMENT 1	25
	PARTICIPATION 1	15
Overall Examinable Components	ECA	50
Total		**100**

*The information listed is subject to review and change.