

Subject Code	MM588
Subject Title	Brand Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Managing Customers and Markets (MM574) or Marketing Management (MM576) or Essential Business Theories and Concepts (MM5001)
Objectives	<p>This subject is designed to equip the students with a complete understanding of building and managing enduring brands in the new era. The concept of branding will be thoroughly examined from various perspectives, including the most current topics such as technology advancement, deployment of big data and AI, CSR and ESG, social media and e-Commerce, etc. making this subject highly relevant with practical values to business managers regardless of their disciplines and industries.</p> <p>Disruptive factors such as the digital revolution, sharing economy, and the COVID-19 pandemic will also be discussed to allow the students to keep abreast of the latest market dynamics and changing business operating environment.</p> <p>Being the second-largest economy globally and the key growth engine of the 21st century, China will also be highlighted in the class to nurture the students to adopt a global vision, with the China market being an integral part of the strategy.</p> <p>Branding is a concept that applies not only to a product but to an organization, a country, or even a person. The instructor will illustrate the full spectrum of branding from the corporate to the personal levels, so the students can genuinely appreciate the strategic value of branding to both the organizations and individuals.</p> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing).</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> understand the importance of branding from a corporate and a consumer perspective; acknowledge brand equity as a valuable asset to foster sustainable growth of a company; introduce effective ways to communicate the brand value to promote customer loyalty; incorporate branding strategies to enhance a marketing plan.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • Brand Positioning and Personality • Brand Equity • Brand Values and DNA • Branding Research • Brand Strategy • Brand Protection • Brand Communication

Teaching/Learning Methodology

Students are required to provide their input at a postgraduate level by raising questions and participating in class discussions. The course consists of lectures, exercises, class discussions, case analyses, and a group project. The lectures will cover selected topics in branding and readings intended to supplement the material covered in class, provide insight into current thinking about the management of brands, and assist in preparing case analyses and the group project. Case analyses offer students the opportunity to deepen their understanding of brand management by applying it to a business situation. To benefit from and contribute to each session, it is essential for the students to read and prepare the required material for that session in advance.

To stimulate more interactions, students will be divided into groups to crack a business case during each session. And then, two to three groups will be invited to present their recommendations to the class. The winning team will be selected based on the students' real-time polling, which will be awarded a small prize to recognize their outstanding performance. Finally, the instructor will wrap up the discussion by sharing his views.

The students will also be tasked to study a topic assigned by the instructor beforehand. Then, they will take turns to share their crucial learning about the topic, thus putting the students in an active learning mode rather than being just a passive audience.

Finally, high-caliber speakers at CEO or Marketing Director level will be invited as guest speakers to share their brand-building experience with the students, allowing them to appreciate how theories can be applied in the real commercial world.

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.
Continuous Assessment*	100%				
1. Class participation	5%	✓	✓	✓	✓
2. Individual essay submission	15%	✓	✓	✓	
3. Mid-term	20%		✓	✓	✓
4. Final group project – presentation and report submission	60%	✓	✓	✓	✓
Total	100 %				

**Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

- 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;

	<ul style="list-style-type: none"> ▪ Undertake critical reflective thinking and practice about new ways of thinking and new ways of strategic brand management. ▪ Interact with guest speakers based on the content shared <p>Feedback will be given to students immediately following the presentations and all students are invited to join this discussion.</p>	
Student Study Effort Expected	Class contact:	
	<ul style="list-style-type: none"> ▪ Lectures 	39 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> ▪ Preparation for lectures 	20 Hrs.
	<ul style="list-style-type: none"> ▪ Preparation for assignment / group project and presentation 	100 Hrs.
	Total student study effort	159 Hrs.
Reading List and References	<p><u>Textbook</u> <i>Decoding Branding – A Complete Guide to Building and Revamping Brands in the Age of Disruption</i> by Royce Yuen; 2021; Routledge. A full set of lecture notes compiled by the instructor will be uploaded on Moodle for free downloading prior to the commencement of the course. Some of the lecture notes may only contain the heading and key bullet points. There will be clear indication of the respective chapter and pages that the students should refer to for the complete content of the topic.</p> <p><u>Reading List and References</u></p> <p>Keller, Kevin Lane, <i>Strategic Brand Management - Building, Measuring, and Managing Brand Equity</i>, Pearson International (the newest edition).</p> <p>Keller, Kevin Lane (2008). <i>Best Practice Cases in Branding</i>, (3rd Ed.), Upper Saddle River, NJ: Prentice-Hall</p> <p>Lindstrom, Martin (2010). <i>Brand Sense</i>, Kogan Page</p> <p>Gobe, Marc (2010). <i>Emotional Branding: The New Paradigm for Connecting Brands to People</i>, Allworth Press.</p> <p>Other notes provided by the lecturer.</p> <p>*** <i>This reading list is indicative only. Please do not buy any books before attending the class.</i></p>	