

Brand Management

Course Title	Brand Management		
Course Code	MKT403	Course Type	Marketing Specialization
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	20	1. Familiar with a framework that provides a definition of brand equity.
2. Asian Expertise	20	2. Identify sources and outcomes of brand equity.
3. Creative Management Mind	15	3. Know how to build brand equity,
4. Cross Cultural Communication	5	4. Learn how to measure brand equity and
5. Social Responsibility	10	5. Study how to manage brand equity

Course Description

Branding is the central component of marketing strategy and the dominant theme in marketing today affecting not just Consumer Goods but also B2B, Services, and Non-Profits. This course will give students a deeper understanding of the process of brand building in a variety of business contexts, the integrated requirements for effective brand reinforcement and revitalization, and the models, measures and impact of brand equity.

Learning and Teaching Structure

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of strategic management on a holistic basis, and see these concepts applied in real-life situations.

Assessment	%	Text and Materials
Attendance, Participation, Assignment	20	Title: Strategic Brand Management: Building, Measuring, and Managing Brand Equity
Independent Team Project	40	Edition: 3rd edition
Midterm Examination	20	Author(s): Kevin Lane Keller
Final Examination	20	Publisher: Prentice/Pearson Hall International Edition ISBN-13: 978-013-233622-2

Course content by Week

1	Brands and Brand Management
2	Customer Based Brand Positioning
3	
4	Brand Resonance and Brand Value Chain
5	Choosing Brand Elements to build Brand Equity
6	Designing Marketing Program to build Brand Equity
7-8	IMC to build Brand Equity
9	Leveraging Secondary Brand Associations to build Brand Equity
10	Developing a Brand Equity Management and Measurement System
11	Introducing and Naming New Products and Brand Extensions
12	Managing Brands over Geographical Boundaris
13-15	