

## **Annexe A: New/Revised Course Content in OBTL+ Format**

### **Course Overview**

The sections shown on this interface are based on the templates [UG OBTL+](#) or [PG OBTL+](#)

If you are revising/duplicating an existing course and do not see the pre-filled contents you expect in the subsequent sections e.g. Course Aims, Intended Learning Outcomes etc. please refer to [Data Transformation Status](#) for more information.

Expected Implementation in Academic Year	AY2024-2025
Semester/Trimester/Others (specify approx. Start/End date)	Semester 1 Semester 2
Course Author * Faculty proposing/revising the course	Boey Yew Tung
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Course Title	STRATEGIC BRAND MANAGEMENT
Course Code	BM3506
Academic Units	4
Contact Hours	39
Research Experience Components	Not Applicable

## Course Requisites (if applicable)

Pre-requisites	AB1501 Marketing
Co-requisites	
Pre-requisite to	
Mutually exclusive to	
Replacement course to	
Remarks (if any)	

## Course Aims

The brands that a firm has invested in and developed over time are typically their most valuable assets. Product designs, manufacturing processes and other business processes may be easily copied, but a strong brand is something that cannot be easily reproduced. Many Asian companies are coming to terms with the importance of branding and are putting more resources into building a strong brand. This is evident from the number of branding awards (e.g., Singapore Promising Brand Award, Readers' Digest Most Trusted Brand Award etc.) being handed out in recent years. Companies are also paying top dollars for branding managers. This course aims to inform students about the current theories and findings on how firms manage brands. This course will address issues such as:

- 1) What is brand equity and how do you build brand equity?
  - 2) How do you capitalize on brand equity?
  - 3) What are the important issues in planning, implementing and evaluating brand strategies?
  - 4) What are the relevant theories and models to help managers to make branding decisions?
- This is a core course for all marketing students, to be taken after AB1501. The course will employ a global perspective in all course materials (theories, cases, strategies, etc.). The course will equip you to take on the perspective of a brand manager capable in considering all essential issues related to building and managing a brand, locally, regionally, and globally. You will gain competency in utilizing concepts and tools for future careers in brand management and related business functions requiring the interface with brands.

## Course's Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, you (student) would be able to:

ILO 1	Identify the key decisions that a brand manager needs to make and key brand management processes.
ILO 2	Provide theoretically sound and practically feasible solutions to brand management issues using relevant theories and methods.
ILO 3	Demonstrate effective individual written and verbal communication skills characteristic of a marketing professional.
ILO 4	Demonstrate effective interpersonal and teamwork skills by collaborating in a team environment

## Course Content

1.Introduction to Brand and Brand Management 2.Sources of Brand Equity and Brand Elements. 3.Brand Metrics and Analytics 4.Building Brand Equity 5.Brand Extensions and Alliances 6.Managing Brands over Time 7.Luxury Branding 8.Brand Architecture & Brand Relevance 9.Culture and Brands 10.Brand Transgressions 11.Branding in B2B and Not-for-Profit Organizations

## Reading and References (if applicable)

Suggested Textbook: Keller, Kevin Lane & Vanitha Swaminathan. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th edition (Global Edition), New Jersey, U.S.A.: Prentice Hall  
Recommended references:Aaker, David (2011) Brand Relevance: Making competitors irrelevant.Aaker, David A. and Alexander L. Biel (1993) Brand Equity and Advertising: Advertising's Role in Building Strong Brands, New Jersey, U.S.A.: Hillsdale  
Additional sources and readings will be posted on NTULearn

## Planned Schedule

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
1	Introduction to Branding and Brand Management	1, 2	Chapter 1	In-person	
2	Defining and Building Brand Equity (I)	1, 2	Chapters 2, 3 & 4	In-person	
3	Building Brand Equity (II)	1, 2 & 3	Chapters 5, 6 & 8	In-person	case
4	Brand Growth	1, 2	Chapter 13	In-person	
5	Managing Brands over Time	1, 2, & 3	Chapter 14	In-person	case
6	Brand Architecture. Luxury Branding	1, 2 & 3	Chapter 12	In-person	case
7	Brand Relevance	1, 2, & 3	Notes	In-person	case
8	Culture and Brands	1, 2, & 3	Chapter 15	In-person	case
9	Globalization and Brands	1, 2	Notes	In-person	
10	Branding in a digital world	1, 2	Chapter 7 & notes	In-person	
11	Brand Metrics	1, 2	Chapter 9, 10 & 11	In-person	
12	Project Presentations	3 & 4		In-person	
13	Project Presentations	3, 4		In-person	

## Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Lectures / Seminars	During the seminar sessions, relevant branding theories, frameworks, concepts, and tools will be taught and discussed. Students are also expected to prepare for class by going through the assigned and recommended readings (to be uploaded to NTULearn). This approach will enable students to self-learn by forming your own viewpoints. In addition to learning from your instructors, you can also learn from your peers through the in-class discussion.
In-Class Activities and Assignments	There will be in-class activities such as case discussions involving group work which will enable students to apply different branding frameworks and concepts using a problem- based learning approach. Students are also expected to collaborate closely with your peers to solve problems, analyze situations, and come up with optimal solutions. Moreover, they will also give you the opportunities to learn to work more effectively in the teams with the guidance of the instructor. Ultimately, completion of the assignments reflect how well students have interpreted the core concepts in brand management, analyzed specific issues facing brands, and combined these into effective brand management solutions.

# Assessment Structure

Assessment Components (includes both continuous and summative assessment)

No.	Component	ILO	Related PLO or Accreditation	Weightage	Team/Individual	Rubrics	Level of Understanding
1	Continuous Assessment (CA): Class Participation(Individual Class Participation)	1,2	Acquisition of Knowledge Critical Thinking	20	Individual	Holistic	Extended Abstract
2	Continuous Assessment (CA): Project(Group Project Presentation)	1,2,3,4	Problem Solving, Decision Making, Teamwork & Interpersonal Skills (peer evaluation)	50		Holistic	Extended Abstract
3	Continuous Assessment (CA): Report/Case study(Individual Brand Audit Report (individual))	1,2,3,4	Oral Communication, Teamwork & Interpersonal Skills (peer evaluation)	30	Individual	Holistic	Extended Abstract

Description of Assessment Components (if applicable)

## Formative Feedback

During some of the class sessions, students will have the opportunity to work on their final group projects. As a means of providing direction and guidance, the instructors will provide verbal feedback directly during such class and in-class team discussion. Groups are also encouraged to schedule meetings with the instructor (during office hours) to discuss project directions, in which verbal feedback to the teams will also be provided. For the Group Project Presentation, the instructors will provide verbal feedback for each group after their presentations. The instructors will give written qualitative feedback for student's progress on the Individual Brand Audit Report at the midpoint of the course.

## NTU Graduate Attributes/Competency Mapping

This course intends to develop the following graduate attributes and competencies (maximum 5 most relevant)

Attributes/Competency	Level
Ethical Reasoning	Advanced
Global Perspective	Advanced
Self-Management	Advanced
Sense Making	Advanced
Value Creation	Advanced

# Course Policy

## Policy (Academic Integrity)

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values. As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. On the use of technological tools (such as Generative AI tools), different courses / assignments have different intended learning outcomes. Students should refer to the specific assignment instructions on their use and requirements and/or consult your instructors on how you can use these tools to help your learning. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

## Policy (General)

See below.

## Policy (Absenteeism)

See below.

## Policy (Others, if applicable)

Student responsibilities include attendance, punctuality, preparation, and participation. 1. Attendance: You are reminded about the importance and requirement of attending classes. By default, you cannot participate in the class if they are absent. 2. Punctuality: You are expected to be punctual and arrive before the start of class, as late arrivals will be disruptive to class activities and considered disrespectful to the instructor and fellow students. For submission of course requirements, you are required and expected to follow the submission deadlines. Late submissions will be penalized accordingly. 20 percentage points (out of 100) will be taken off the final grade for each day that you do not hand in your assignment. 3. Preparation: You are expected to prepare for each seminar by going through assigned and recommended reading materials prior to the lectures. The quality of you and your peers' learning will largely depend on how well prepared you are for class. 4. Participation: Once in class, you are expected to contribute to class discussions and exercises as well as ask questions whenever in doubt. You are also expected to observe respectful behaviour such as raising your hand before speaking, not interrupting other students, not using electronic devices unless required for problem solving exercises, and not causing any distractions to fellow students.

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Last Updated By: Elaine Chan