

**NATIONAL UNIVERSITY OF SINGAPORE  
NUS Business School  
Department of Marketing**

**MKT3424 Branding Strategy**

Adjunct Assistant Professor, Tamaki TANAKA  
Office: BIZ 2 03-28  
Office Hour: By appointment  
Email: biztt@nus.edu.sg

**COURSE DESCRIPTION**

This course is designed to help students learn how to assess the strengths and weaknesses of a brand, and understand how to successfully develop technical branding strategy at different levels: corporate level, product level, and communication level. In other words, this course concerns how to monitor and manage a brand over time to keep it healthy and strong. It will help marketers make the following decisions by assessing important technical branding factors.

- if the brand is contributing to the business.
- if a new brand should be introduced along with a new branch opening.
- if a new product should have the parent brand name or a new brand name.
- if a newly acquired business should be re-labeled with the new company's brand.
- if "integrated marketing communication" is effectively working.
- how to choose a co-branding partner
- how to develop a brand, grow it over time, and revitalize it when it becomes outdated.
- how to introduce an existing brand to another market

As we learn frameworks and theories, we will visit real-life examples, work on exercises and analysis, and conduct hands-on brand assessment and brand portfolio projects.

**COURSE OBJECTIVES**

The goal of the course is to equip students with the basic knowledge of framework and analytical skills for branding decisions. Students will learn how to monitor and strengthen a brand over time by acquiring the following abilities:

1. To analyze brand performance;
2. To propose a brand extension with understanding of brand portfolio;
3. To manage touchpoints to create a strong brand;
4. To find opportunities and implement unique branding techniques to enhance brand equity (corporate brand and product brand);
5. To grow and manage a brand over time and geographic boundaries.

**PREREQUISITE**

MKT1003 Principles of Marketing

**TEXTS**

Required Text: Kevin Lane Keller, Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition, Global Edition (2013), Prentice Hall.

**ASSESSMENT METHODS**

A. Class Participation	20%
B. Individual Assessment	25%
C. Group Assignment	40%
D. Final Exam	15%
<b>TOTAL</b>	<b>100%</b>

**A. Class Participation (20%)**

Grading of class participation is *not based on the amount of engagement but on quality*; based on relativity of questions and comments to the subject discussed, effective answers to questions, and active involvement in in-class group discussions.

**\* No laptop, cell phone or tablet usage is allowed in class.**

**\* Tardiness and use of these devices will severely drop your participation marks.**

**B. Individual Assessment (25%)**

1) Individual Case (15%)

One individual live case analysis report (5 pages with designated branding strategy topics)

2) Peer Evaluation (10%)

Peer evaluation will be conducted at the end of the semester, and the result will be reflected to this grading component.

**C. Group Assignment (40%)**

Market research is required for both parts.

Part 1: Brand audit of an assigned brand

Part 2: Brand extension proposal

(including IMC proposal with brand elements and co-branding ideas)

**D. Exam (15%)**

There will be a final exam in the last session.

**SUMMARY OF CLASS SCHEDULE**

Session	Reading	Topic	Assignment
1	Chapter 1 & 2	(A) Brands and strategic branding (B) Branding process (C) Developing brand strategy - 1 • Brand vision, values, & mantra	
2	Chapters 3 & 4	(A) Developing brand strategy - 2 • Brand personality (B) Brand elements & brand equity	Group Workshop (1)
3	Chapters 5 & 6	(A) Marketing programs & brand equity (B) IMC & brand equity	Group Workshop (2)
4	Chapters 7	Secondary associations & brand equity	Individual Case 1
5	Chapters 8, 9 & 10	(A) Brand equity management (B) Measuring & Interpreting brand performance	Individual Case 2
6	Chapter 11	Brand architecture strategies	
RECESS WEEK			
7	Chapter 12	New brand name and brand extensions	Group Project Part I Due Individual Case 3
8	Chapter 13	Branding over time	Individual Case 4
9	Chapter 14	Branding over geographic boundaries and market segments	Individual Case 5
10		Case discussion	Individual Case 6
11		Group Presentations I	Group Project Part II Due
12		Group Presentations II	
13		Final Exam & Project Review	