

MKT3424 Branding Strategy

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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- how to develop a brand, grow it over time, and revitalize it when it becomes outdated.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%
TOTAL	100%

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 each group project due, 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.

ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

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 8, 9 & 10	(A) Brand equity management (B) Measuring & Interpreting brand performance	Individual Case 1
5	Chapter 7	Secondary associations & brand equity	Individual Case 2
6	Chapter 11	Brand architecture strategies	Individual Case 3
RECESS WEEK			
7	Chapter 12	New brand name and brand extensions	Group Project Part I Due
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	

* Electronic submission on IVLE - 18:00 on October 28, 2015