Module code: BB-4303
Module Title: Brand Management
Degree/Diploma: Bachelor of Business (Business Administration)
Type of Module: Major Option
Modular Credits: 4
Total student workload: 8 hours/week
Contact hours: 4 hours/week
Prerequisite: BB-2204 Marketing Management
Anti-requisite: None

Aims
To provide students with knowledge on the brand concept, the roles and functions of brands in the marketplace, marketing strategies to build brand equity and importance of brand equity to sustainability of the brand and creation of competitive advantage.

Learning Outcomes:
On successful completion of this module, a student will be expected to be able to:

Lower order: 30%
- assess the role of brands to create competitive advantage.
- recognise key factors leading to successful branding strategies.
- identify branding concepts and theories applicable to managing brands.

Middle order: 40%
- research and identify branding issues.
- analyse factors contributing to high brand equity.
- evaluate brand equity management system.
- design marketing program to develop and improve brand equity.

Higher order: 30%
- recommend and justify solution to branding related problems.
- work independently and in a team.
- produce and communicate research outputs effectively.

Module Contents
- Brands and brand management
- Brand equity, brand identity and brand positioning
- Brand resonance
- Brand elements to build brand equity
- Brand diversity
- Marketing programs and communications to build brand equity
- Brand equity measurement and management system
- Brand architecture strategies
- Managing brands over geographic boundaries and market segments
- Sustaining a brand long term

Assessment
Formative assessment: Weekly discussion/individual presentations and feedback
Summative assessment: Examination: 50%
Coursework: 50%
- One Individual assignment (10%)
- Mid-term test (10%)
- One Group assignment (20%)
- One Group presentation (10%)