

## **Syllabus**

**Course Name:** Brand Management

**Course Credit:** 3

**Language:** English

**Instructor:** J. George Wang

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### **Course Objective:**

The development of small and medium sized enterprises (SMEs), which consist of over 99% of the total companies in China, is of critical importance for the sustainability of China's economic growth in the next 30 years. The transformation of China's growth model includes the change in the strategies or the ways of development and competition of SMEs, and the large corporations as well, in the market place. How smoothly transferring from a low-cost, low-pricing "Made-in-China" model to a high-value-added, high-end-of-value-chain, and branding-based competition is an unavoidable challenge for all Chinese companies including SMEs. Understanding the basic concepts, contents, methods and the best industry practices of branding management is a pre-requisite for the Chinese companies to survive and success in this new era of the economic development.

The objective of the course is to enhance students' understanding about branding competition through the discussion and analysis of the brand equity, a core concept of brand management, and the related contents and case studies, enable students to apply what is learned in class to business practices in reality, and prepare students for the future undertakings of the branding development strategies and implementation plans in the real time.

### **Grade Policy:**

Attendance: 10%

Class Discussion: 5%

Mid-term Exam: 25%

Final Term Report: Design a company's brand development strategy and implementation plan, 35%

Presentation: 25%

**Textbook:** Strategic Brand Management: Building, Measuring, and Managing Brand Equity, by Kevin

Lane Keller, Pearson, Fourth Edition, ISBN-13: 978-0-13-266425-7.

## **Course Contents:**

- (1) Transformation of China' Economic Growth Model and Change in the Ways of Competition and Strategic Development for Chinese companies
- (2) What's Brand Competition? What's the Core of Brand Competition?
- (3) What's Brand Equity? Why Is the Brand Treated as Equity?
- (4) Positioning Brand in Different Industries
- (5) Brand Resonance and Brand Value Chain
- (6) How to Select Brand Elements to Build up Brand Equity?
- (7) How to Develop Marketing Programs to Build up Brand Equity?
- (8) How to Integrate Marketing Communications to Build up Brand Equity?
- (9) How to Leverage Secondary Brand to Build up Brand Equity?
- (10) How to Set up Measuring and Management System?
- (11) Measuring Sources of Brand Equity: Capturing Customers' Mind-Set
- (12) Measuring Outcomes of Brand Equity: Capturing Market Performance
- (13) Brand Architecture and Expansion: How to Introduce and Name New Products?
- (14) Managing Brands Over Time
- (15) Managing Brands Over Geographic Boundaries and Market Segments
- (16) How to Build up Brands in the Global Markets

## **Report Format Requirements (The report needs to include but not limit to the following components):**

- (1) Company Name, HQ location, Industry, Primary Product(s), Ownership type, and other info (such as number of employees, total assets, annual sales, market cap, etc.)
- (2) Market Analysis (Who is your customer? Who are your competitors? Your firm's market position and share, and your firm's competitive advantages and disadvantages comparing with its peers)
- (3) What's the most formidable challenge(s) that your firm is facing for its further development, and why?
- (4) How would your firm meet the challenge through the strategic development and implementation plan of brand competition (Brand development plan and implementation plan)?
- (5) How to measure and assess the outcome of your firm's brand strategy and its implementation?
- (6) How to manage your firm's brand?

The instructor may adjust the schedule if needed.

