



**Instructor: Dr Jing (Jill) Lei (Associate Professor)**

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Office Hour: Wednesdays 1.00-3.00pm (by appointment)

**Teaching Assistant: TBA**

Phone:TBA

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**Classes:**

Lectures: Tue & Fri 1:30-3:20pm (Class starts on Feb 23)

Venue: PHBS Building, Room 231

**1. Course Description**

**1.1 Context**

The purpose of this course is to help students understand branding issues in marketing. Students will learn how brands influence consumers and how brand managers are to manage their brands properly. Specifically, this course provides students with a clear understanding of the overall process of brand management, from the concept of brand equity to strategic issues in branding.

*Pre-requisite – Marketing Management (MGT560)*

**1.2 Textbooks and Reading Materials**

Strategic Brand Management: Building, Measuring, and Managing Brand Equity, by Kevin Lane Keller, 3<sup>rd</sup> or 4<sup>th</sup> edition

**2. Learning Outcomes**

**2.1 Intended Learning Outcomes**

| Learning Goals                                    | Objectives   | Assessment                         |
|---|--|------------------------------------|
| 1. Our graduates will be effective communicators. | 1.1. Our students will produce quality business and research-oriented documents.                                   | Course Assignment                  |
|   | 1.2. Students are able to professionally present their ideas and also logically explain and defend their argument. | Case Discussion, Course Assignment |
| 2. Our graduates will be skilled in team work and | 2.1. Students will be able to lead and participate in group for projects, discussion,                              | Case Discussion                    |

|  |   |                                    |
|--|---|------------------------------------|
| leadership.  | and presentation.   |                                    |
|  | 2.2. Students will be able to apply leadership theories and related skills.   | Not applicable                     |
| 3. Our graduates will be trained in ethics.                                | 3.1. In a case setting, students will use appropriate techniques to analyse business problems and identify the ethical aspects, provide a solution and defend it. | Case Discussion, Course Assignment |
|  | 3.2. Our students will practice ethics in the duration of the program.  | Course Assignment                  |
| 4. Our graduates will have a global perspective.                           | 4.1. Students will have an international exposure.  | Case Discussion                    |
| 5. Our graduates will be skilled in problem-solving and critical thinking. | 5.1. Our students will have a good understanding of fundamental theories in their fields.   | Course Assignment                  |
|  | 5.2. Our students will be prepared to face problems in various business settings and find solutions.  | Case Discussion                    |
|  | 5.3. Our students will demonstrate competency in critical thinking.   | Case Discussion                    |

## 2.2 Course specific objectives

After completing this subject, students should be able to:

- Analyse the fundamental principles involved in managing products and their brands;
- Explain the critical importance of branding for superior business performance;
- Apply branding principles by conducting an in-depth brand management project using a real-world company as an example.

## 2.3 Assessment/Grading Details

| Assessment Component                    | Weight                           |
|---|----------------------------------|
| Attendance and Participation            | 15%                              |
| In-class Assignments                    | 30%                              |
| End-of-Semester Report and Presentation | 55% (Report 35%+20%Presentation) |

End-of-Semester Report Format and Deadline

- Report/presentation can be done by individual students or study groups (maximal 5 students in a group)
- Word limit: 4000 words (+/- 15%) excluding executive summary, references and appendices
- Reports should be properly referenced
- Reports should be typed, using a serif font of at least 11 pt (e.g., Times New Roman/ Garamond)
- Side margins must be at least 2.5 cm wide, to allow sufficient room for comments
- Attach an assignment cover sheet indicating: (1) your name, (2) student number, (3) subject title and code, (4) a word count of the number of words
- Back up your work and remember to save a digital copy at all times
- All reports will be checked for plagiarism.
- **Submission deadline: April 25, 2016**

## 2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate

dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to PHBS Student Handbook.

### 3. Topics, Teaching and Assessment Schedule

| Week             | Topic   | Reading Material   |
|------------------|---|--|
| 1 (Feb 23, Tue)  | Brand and Brand Equity  | Ch. 2 Brand and Brand Equity<br>Ch. 3 Brand Positioning        |
| 2 (Feb 26, Fri)  | Brand Positioning   |  |
| 3 (Mar 1, Tue)   | Build Brand Equity through Brand Elements (1)                 | Ch. 4 Brand Elements   |
| 4 (Mar 4, Fri)   | Build Brand Equity through Marketing Programs (1)             |  |
| 5 (Mar 8, Tue)   | Build Brand Equity through Marketing Programs (2)             | Ch. 5 Product, Price, Channel<br>Ch. 6 Marketing Communication |
| 6 (Mar 11, Fri)  | Build Brand Equity through Marketing Programs (3)             |  |
| 7 (Mar 15, Tue)  | Build Brand Equity through Leveraging Secondary Knowledge (1) | Ch. 7 Secondary Knowledge                                      |
| 8 (Mar 18, Fri)  | Build Brand Equity through Leveraging Secondary Knowledge (2) |  |
| 9 (Mar 22, Tue)  | Measure Brand Equity (1)                                      | Ch. 9 Measure Source<br>Ch. 10 Measure Outcome                 |
| 10 (Mar 25, Fri) | Measure Brand Equity (2)                                      |  |

|                    |                              |   |
|--------------------|------------------------------|---|
| 11 (Mar 29, Tue)   | Build Brand Architecture (1) | Ch. 11 Brand Architecture<br>Ch. 12 Brand Extension |
| 12 (April 1, Fri)  | Build Brand Architecture (2) |   |
| 13 (April 5, Tue)  | Manage Brands Over Time (1)  | Ch. 13 Manage Brands Over Time                      |
| 14 (April 8, Fri)  | Manage Brands Over Time (2)  |   |
| 15 (April 12, Tue) | Build Global Brands (1)      | Ch. 14 Build Global Brands                          |
| 16 (April 15, Fri) | Build Global Brands (2)      |   |
| 17 (April 19, Tue) | Final Presentation (1)       |   |
| 18 (April 22, Fri) | Final Presentation (2)       |   |

#### 4. Miscellaneous

- Late submission: Late assignments, where approval for late submission has not been given, will be penalised at the rate of 10% of the total mark per day, for up to 10 days.
- Referencing: All sources used for a written piece of assessment must be referenced.
- Peer evaluation: Each individual in all the groups will have the opportunity to provide feedback on other members' performance to the lecturer. Students who do not contribute to an assignment may be allocated a lower mark or assigned a mark of zero.