



Course Outline for Strategic Brand Management

品牌管理课程大纲

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MBA Education Center

Guangdong University of Foreign Studies

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Course Title: Strategic Brand Management

Course Code:

Teaching Hours: 2

Credit Points:

Tutor Name: Yang Xiaoyan

Tutor Title: Professor

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Course Description

The course will provides insights into how to create strong brand equity by effective brand strategies. The main content includes how to name a brand, how to market a brand, how to measure and manage brand equity based on customers' knowledge. There several interesting cases will be discussed from different perspectives. The basic concepts and methodologies are the main points of the course. The concept of brand equity is the main focus and provides MBA students with a valuable perspective, and a common denominator to interpret the potential effects and trade-offs of various strategies and tactics for their brands. By giving the students the foundation, the course and the textbook allow for the broad exploration of a complicated subject. Brand equity is the bridge between what happened to the brand in the past and what should happen to it in the future. Of course instructor has own direction she would like to see the class go in, but laying the groundwork is imperative. In Strategic Brand Management insights into how to lay that groundwork and create profitable brand strategies by building, measuring, and managing brand equity will provided.

Teaching Objectives

On completion of this course, students should be able to:

1. Familiar with a framework that provides a definition of brand equity.
2. Identify sources and outcomes of brand equity.
3. Know how to build, to measure and to manage brand equity.

Syllabus

General description of the teaching arrangement

Tentative Teaching Schedule for Strategic Brand Management (For Class 10A)

Session	Time	Topic	Reading	Cases/Exercises
1		Brands and Brand Management	Part 1:CH1	Zheng-an Tang
2		Developing a brand Strategy	Part 1:CH2-3	Apple/OPPO
3		Designing and Implementing Brand Marketing Programs	Part 1:CH4-5	BODYSHOP
4		Designing and Implementing Brand Marketing Programs	Part 1:CH6-7	United Color of Benetton
5		Measuring and Interpreting Brand Performance	Part 1:CH8	IKEA
6		Measuring and Interpreting Brand Performance	Part 1:CH9-10	Hengda Mineral Water
7		Growing and Sustaining Brand Equity	Part 5:CH11-12	YUNNAN BAIYAO
8		Growing and Sustaining Brand Equity	Part 5:CH13-14	DABAITU
9		Final Exam		

Prescribed Texts and Reference Materials

Textbook

Kevin Lane Keller, Strategic Brand Management-Building, Measuring, and Managing Brand Equity, 4/E, Peason,2013 ISBN-13:978-01-13-266425-7

Reference Materials

China Marketing Journal

大型实战类期刊《销售与市场》

国内著名营销学术期刊《营销科学学报》

中文书籍:

- (1) 宗萨软哲仁波切:《正见》,中国友谊出版社,2006
- (2) 刘长林,中国系统思维—基于文化基因探视,社会科学文献出版社,2008
- (3) 尼尔马利亚·库马尔等,品牌突围,中国财富出版社,2013
- (4) 尼古拉·埃尔潘[法],消费社会学,社会科学文献出版社,2005

Websites

www.knowledgeatwharton.com.cn/
www.interbrand.com

Assignments and Requirements

Writing one case about brand management
Reading the textbook and references
Case study and presentation in group

Composition of Final Marks

Attendance	10%
Individual assignment	10%
Group assignment	10%
Case study and presentation	30%
Final examination	40%

- 1、考勤：点名册
- 2、个人作业：每次课堂提问：阅读教材中的一段文字，阐述自己的理解和观点（约5分钟）
- 3、小组作业：个人的表现（附件1）
- 4、案例研究：小组成绩（总成绩）
- 5、期末考试：品牌管理方面的案例撰写或研究论文（个人成绩）

Student evaluation of member participation form

(refer Appendix 1)

When undertaking syndicate work, each student must complete a ‘student evaluation form’ and it must accompany all group work assessments. This form is an evaluation, by the student, of each member’s participation and cooperation in the various projects.

Where a student evaluation form is not submitted the lecturer will assume equal participation for that component of the program. If a form is not submitted, a student may not at a later time (such as after receiving a fail grade for the subject) claim that they did a larger proportion of the work than other team members. Where students’ evaluation of other team members’ input differs, the lecturer will determine the relative weighting of each member’s participation based on the submitted student

evaluation sheets. The lecturer's decision will be final.

Grade Evaluation Criteria

The grade criteria listed here are indicative of typical qualities associated with grade classes. The profiles below are multi-dimensional, and excellence in one dimension can compensate for poor performance in another.

HD

Sophisticated critical and conceptual analysis of issues
Individuality of exposition or treatment of material
Innovative thinking applied to problem solving
All relevant issues reviewed in arriving at a conclusion
Extensive research or investigation incorporated effectively into work
Clarity of argument, expression, or presentation that demonstrates a subtle understanding of the chosen medium

D

Sound critical and conceptual analysis of the issue
Accurate and well-informed exposition or treatment of material
Coherent critical thinking applied to problem solving
Most of the relevant issues reviewed in reaching a conclusion
Work informed by assiduous, but not especially broad or deep research or investigation
Well-organized and structured presentation shows understanding of the constraints of the chosen medium

C

Limited critical and conceptual analysis of issues, with tendency to rely on others' arguments or solutions
Generally accurate exposition or treatment of material, with some omissions or errors
Partial review of relevant issues in reaching a conclusion
Careful but limited research or investigation incorporated in the work
Clear presentation, but showing very limited recognition of the potential of the chosen medium
A good answer to a related question, but not the one set

P

Little critical and conceptual analysis of subject matter, with considerable reliance on easy and readily available solutions or arguments
Few of the relevant issues used as a basis for reaching a conclusion
Very limited research or investigation incorporated in the work

Does not answer the question directly
Important information omitted, and/or important inaccuracies
Assertion without supporting evidence
Presentation with minimal organization and chosen medium exploited superficially

F

No critical and conceptual analysis of subject matter, with total reliance on others' work
Only basic issues used in reaching a conclusion, and those are insufficient
Inappropriate material or inadequate information
Very restricted and inadequate research or investigation incorporated in the work
Flawed and uncertain presentation
Does not answer the question or anything similar to it

Academic Misconduct

The University takes any form of academic misconduct seriously. Academic misconduct on the part of a student, which involves amongst other forms of misconduct: Cheating, Plagiarism and Collusion.

Plagiarism is the use of another scholar's work as your own. It includes not only the re-presentation of an entire article or section in a paper, but also (most commonly) the paraphrasing or rearrangement of another's material without proper attribution. Summarizing someone else's ideas and putting them in your own words does **not** free you from the obligation of acknowledging their work by way of appropriate citation and referencing. Failure to acknowledge material correctly is an offence against professional standards.

Most commonly, plagiarism exists when: the work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work (this includes having another impersonate the student or otherwise substituting the work of another for the student's own in an examination or test); parts of the work are taken from another source without reference to the original author; or the whole work, such as an essay, is copied from another source.

Collusion includes inciting, assisting, facilitating, concealing or being involved in plagiarism, cheating or other academic misconduct by others.

Referencing

Essays and reports **MUST** be referenced correctly using the Harvard System. More details on this method of referencing can be found in the relevant GDUFS website.

APPENDIX 1

**STUDENT EVALUATION OF MEMBER PARTICIPATION
SEPARATE FORM TO BE COMPLETED BY EACH STUDENT**

In order to encourage equal participation on the part of all group members, each group member will complete and turn in an evaluation of the group members. This evaluation will indicate the percentage of contribution of each group member to the group's over all performance. An evaluation will accompany each group presentation and the written research project report.

Name of assessment component _____

Group: _____ Date: _____

Student's Name: _____

Project Mark: _____

Student's name	% Participation

The average of the awarded percentages should equal 100%. Individual marks are calculated by multiplying paper grade by the percentage awarded by peers. For example, If Joe Black was awarded 90% for his contribution to the project and the group received 36 out of 40 points for the project, Joe's mark would be 32.4%. However no individual can exceed the maximum points for the project.

Students can give each of the group members 100%. If this is done, each student receives the mark that was awarded to the total project (in the above example 36 points). No student should receive zero unless they really did nothing to contribute to the completion of the project (EG, did not go to meetings, did not complete assigned tasks, and did not contribute to the conceptualization of the project).

In completing this form take into account:

- Willingness of the individual to carry out jobs assigned
- Ability of the individual to meet deadlines
- Cooperation with other team members
- Quality of the individual's work



ASSIGNMENT COVERSHEET

Please Complete All Sections

Course Title: _____

Tutor Name : _____

Student No: _____

Student Name (s) : _____

Assignment Title: _____

(Office use only)

Date Received: _____ **MBA Center Staff Signature:** _____

Authentication Declaration:

I hereby declare that the material herein submitted for assessment is my own work except where specifically acknowledged and referenced.

Signature:

Date:

Tutor comments and grades:

