

BRAND MANAGEMENT

BPTT 2113

SEMESTER 2

SESI 2012/2013

BPTT 2113: BRAND MANAGEMENT (3, 3, 0)

1.0 Learning Outcomes:

Student should be able to:

- 1.0 Analyze issues and procedures in executing product brand management
- 2.0 Develop mechanism in the applications of technology in brand management
- 3.0 Evaluate the effects of brand management technology on product commercialization

2.0 Synopsis

This subject discusses concepts, roles, strategy and trends on branding and packaging technology. Topics include definition of technology, developing branding and packaging platform, benchmarking the value of branding through technology, managing new brand and re-branding, designing and implementing branding and packaging strategies. Students will acquire skill and knowledge in using current technologies to add value to product brand management.

3.0 References

Required Textbook

- [1] Keller, K. (2011). *Strategic Brand Management*. New York, Prentice Hall.
- [2] Klimchuk, Marianne Rosner (2006), *Packaging Design: Successful Product Branding from Concept to Shelf*, John Wiley & Sons Inc.
- [3] Walter Soraka (2011), *Packaging Technology*, Institute of Packaging Technology.

Other references

- [1] Stiff, D. (2010). *Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty*. New York, McGraw Hill.
- [2] Post, R. S. and Post, P.N. (2010). *Global Brand Integrity Management*. New York, McGraw Hill.

4.0 Assessment

COURSE WORK	CRITERIA	WEIGHTAGE (%)
Branding Assignment Report Writing	Group assignment (each group 4 – 5 students) The written assignment should not exceed 2.500 words (between 15 – 25 pages), excluding appendices and the reference list.	20
Branding Assignment Presentation	Group assignment (each group 4 – 5 students) The written assignment should not exceed 2.500 words (between 15 – 25 pages), excluding appendices and the reference list. Beside the final report, the group should prepare a mock up of complete branded packaging design (3D) made by the group which will be shown during the presentaiton session Each presentation should take about 15 – 50 minutes with 5 – 10 minutes included for question and answers	20
Mid Term Exam		20
Final Exam		40

5.0 Assessment Method

Component	Knowledge	Competency	Attitude	Communication
Test/Examination	√	√	√	
Assignment I	√	√	√	
Assignment II	√	√	√	
Presentation	√	√	√	√

6.0. Subject Implementation

No.	Learning Activities	SLT (In hours)
1.	Lectures	
a.	Attending Lectures [(3 hours x 6 weeks) + (2.5 hours x 6 weeks)]	33.00
b.	Pre and post preparation (3 hours x 12 weeks)	36.00
2.	Assessments	
a.	Group Assignment I (6 hours + 6 hours preparation x1)	12.00
b.	Group Assignment II (9 hours + 8 hours preparation x1)	17.00
c.	Progress meeting on assignment I & II (0.5 x 4 weeks)	2.00
d.	Presentation [(2.5 hours + 3 hours preparation x 1]	7.50
e.	Mid Term Exam [(2.5 hours + 5 hours preparation) x 1]	7.50
f.	Final Examination [(2.5 hours+5 hours preparation)x1]	7.50
	TOTAL SLT	122.50
	Subject Credit (122.50 ÷ 40 = 3.06)	3.00

No.	Code	Face to Face Learning			Self-Learning Time (SLT)			Formal Evaluation		Total
		Lecture-Centred Learning	Student-Centered Learning (SCL)		Self Directed Learning	Revision	Assessment Preparations	On-Going Assessments	Final Examination	
		Lectures (hours x weeks)	Tutorial (Assign .I & II)	SCL Activity						
1	BPTT 2113	[(3h x1w) + (2h x 13w)] = 29 hrs			Pre & post preparation (2.5 x 14 w)= 35 hrs	a.Mid=8 hrs. b.Final=10 hrs	a. Assign.I=6h x 1 = 6 hrs b. Assig.II = 7h x1 =7 hrs c.Presentation =5 hrs	a. Assign.I=6hrs b. Assig.II=7 hrs c. Presentation =0.5hrs	Mid = 2.5 hrs Final = 2.5 hrs	
Total		29	0	0	35	18	17	13.5	5.0	120.5 0
Subject Credit (120.5 ÷ 40 = 3.01)										3.01

7.0 Lecture Planning and Weekly

Week	Session	Contents	Remarks
1	Lecture 1	Brand and Brand Management - Definition of brand - Brands versus products - Roles of brands - Branding challenges and opportunities - Strategic brand management process	Chapter 1. Set Up Group for Group Assignments (Group Project)
2	Lecture 2	Customer-Based Brand Equity (CBBE) - Brand-equity - Making a brand strong: brand knowledge - Sources of brand equity - Four steps of brand building - Creating customer value	Chapter 2 Student presentation
3	Lecture 3	Brand Positioning - Identifying and establishing brand positioning - Positioning guidelines - Defining and establishing brands mantras - Internal branding and brand audits	Chapter 3 Student presentation
4	Lecture 4	Choosing Brand Elements to Build Brand Equity - Criteria for choosing brand element - Options and tactic for brand elements - Putting it all together	Chapter 4 Student presentation

5	Lecture 5	<p>Designing Marketing Programs to Build Brand Equity</p> <ul style="list-style-type: none"> - New perspective on marketing - Product strategy - Pricing strategy - Channel strategy 	Chapter 5 Student presentation
6	Lecture 6	<p>Integrating Marketing Communications to Build Brand Equity</p> <ul style="list-style-type: none"> - The new media environment - Overview of marketing communication options - Developing integrated marketing communication programs 	Chapter 6 Student presentation
7	Lecture 7	<p>Leveraging Secondary Brand Associations to Build Brand Equity</p> <ul style="list-style-type: none"> - Conceptualizing the leveraging process - Company - Country of origin and other geographic areas - Channel of distribution - Co-branding - Licensing - Celebrity endorsement - Sporting, cultural, or other events - Third-party sources 	Chapter 7 Student presentation
8		MID TERM BREAK	
9	Lecture 8	<p>Developing a Brand Equity Measurement and Management System</p> <ul style="list-style-type: none"> - The new accountability - The brand value chain - Designing brand tracking studies - Establishing a brand equity management system 	Chapter 8 Student presentation
10	Lecture 9	<p>Measuring Sources of Brand Equity: Capturing Customer Mind-set</p> <ul style="list-style-type: none"> - Qualitative research technique - Quantitative research technique - Comprehensive models of customer-based brand equity 	Chapter 9 Student presentation
11	Lecture 10	<p>Measuring Outcomes of Brand Equity: Capturing Market Performance</p> <ul style="list-style-type: none"> - Comparative method - Holistic method 	Chapter 10 Student presentation

12	Lecture 11	<p>Designing and Implementing Branding Strategies</p> <ul style="list-style-type: none"> - Brand architecture - Brand hierarchy - Designing a brand strategy - Using cause marketing to build brand equity 	Chapter 11 Student presentation
13	Lecture 12	<p>Introducing and Naming New products and Brand Extensions</p> <ul style="list-style-type: none"> - New product and brand extensions - Advantages of extension - Disadvantages of brand extensions - Understanding how customers evaluate brand extensions - Evaluating brand extension opportunities - Extension guidelines based on academic research 	Chapter 12 Student presentation
14	Lecture 13	<p>Managing Brands over Time</p> <ul style="list-style-type: none"> - Reinforcing brands - Revitalizing brands - Adjustments to the brand portfolio 	Chapter 13 Student presentation
15	Lecture 14	<p>Managing Brands over Geographic Boundaries and Marketing Segments</p> <ul style="list-style-type: none"> - Regional market segment - Other demographic and cultural segments - Rationales for going international - Advantages of global marketing program - Disadvantages of global marketing program - Standardization versus customization - Global brand strategy <p>Building global customer-based brand equity</p>	Chapter 14 Student presentation
16		REVISION WEEK	
17&18		FINAL EXAM	

8.0 LEARNING OUTCOMES MATRIX

LEARNING OUTCOMES VS PROGRAM OUTCOMES													
No	Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	Delivery	Assessment	KPI's
1	Analyse issues and procedures in executing product brand management	X									Lecture	Quizzes, Projects, Examination, Presentation	
2	Develop mechanism in the applications of technology in brand management			X							Lecture	Quizzes, Projects, Examination, Participation	
3	Evaluate the effects of brand management technology on product commercialization				X						Lecture	Presentation, Projects	

PO1	Possess and apply management, technology and entrepreneurship knowledge.
PO2	Able to identify, analyze problems and make appropriate decisions.
PO3	Possess management, technology and entrepreneur skills which are application and PRApractice oriented.
PO4	Apply knowledge acquired professionally and ethically
PO5	Recognize the needs of and practice lifelong learning
PO6	Able to communicate effectively at various levels of organization and community at large
PO7	Be socially responsible as individuals or as a team.
PO8	Be effective leaders with integrity
PO9	Be credible managers or entrepreneurs.

LEARNING OUTCOMES VS LEARNING TAXONOMY																		
No	Learning Outcomes	Cognitive						Psychomotor						Affective				
		C1	C2	C3	C4	C5	C6	P1	P2	P3	P4	P5	P6	A1	A2	A3	A4	A5
1	Analyse issues and procedures in executing product brand management	x																
2	Develop mechanism in the applications of technology in brand management	x	x					x						x				
3	Evaluate the effects of brand management technology on product commercialization	x	x	x					x						x			

LEARNING OUTCOMES VS SOFT SKILLS																						
No	Learning Outcomes	CS								CTPS							TS					
		1	2	3	4	5	6	7	8	1	2	3	4	5	6	7	1	2	3	4	5	
1	Analyse issues and procedures in executing product brand management																					
2	Develop mechanism in the applications of technology in brand management																					
3	Evaluate the effects of brand management technology on product commercialization			x						x							x					

LEARNING OUTCOMES VS SOFT SKILLS																
No	Learning Outcomes	LL			ES				EM			LS				
		1	2	3	1	2	3	4	1	2	3	1	2	3	4	
1	Analyse issues and procedures in executing product brand management															
2	Develop mechanism in the applications of technology in brand management															
3	Evaluate the effects of brand management technology on product commercialization															

APPROVAL OF TEACHING PLAN

Prepared by:

Approved by:

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Name: DR. Mulyaningrum

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Dean/DD (Academic)/HOD

Official stamp:

Official stamp:

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Date : 14-02-2013

Date:

**VERIFICATION ON THE IMPLEMENTATION OF TEACHING PLAN
(MID-SEMESTER BREAK)**

Comments:

Reviewed by:

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Dean/DD (Academic)
/HOD

Date:

**VERIFICATION ON THE IMPLEMENTATION OF TEACHING PLAN
(WEEK 16)**

Comments:

Reviewed by:

.....
Dean/DD (Academic)
/HOD

Date:

Official stamp: