

Module code	BB-4303		
Module Title	Brand Management		
Degree/Diploma	Bachelor of Business (Business Administration)		
Type of Module	Major Option/Breadth		
Modular Credits	4	Total student workload	8 hours/week
		Contact hours	4 hours/week
Prerequisite	Nil		
Anti-requisite	Nil		
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:			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	30%	<ul style="list-style-type: none"> - understand the role of brands to create competitive advantage. - recognise key factors leading to successful branding strategies. 	
Middle order :	40%	<ul style="list-style-type: none"> - identify branding concepts and theories applicable to managing brands. - analyse how leading brands in today's marketplace create high brand equity. - analyse contemporary marketing practices engaged by brands in the shopping environment. 	
Higher order:	30%	<ul style="list-style-type: none"> - evaluate brand equity management system. - develop analytical skills in evaluation of marketplace activities. - develop interpersonal skills, as well, as teamwork. - build greater confidence during presentation to academia and industry practitioners. 	
Module Contents			
<ul style="list-style-type: none"> • 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% <ul style="list-style-type: none"> - Individual Assignment (10%) - Mid-Term Test (10%) - Group Project (20%) - Group Presentation (10%) 	