

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester A 2024/25**

Part I Course Overview

Course Title: Brand Marketing

Course Code: MKT6613

Course Duration: Intensive Teaching Mode/ One Semester

Credit Units: 3

Level: P6

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) MKT5610 Marketing Strategy and Planning

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course aims to:

1. Familiarize the students with the important knowledge, frameworks, and concepts of brand marketing from a Chinese and global cultural perspective
2. Involve the students in applying the knowledge, frameworks, and concepts to real world situations.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

| No. | CILOs | Weighting (if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) | | |
|-----|---|------------------------------|---|----|----|
| | | | A1 | A2 | A3 |
| 1. | Students are expected to be able to develop the ability and skills needed to synthesize important knowledge, frameworks and key concepts of brand marketing from both Chinese and global cultural perspective | | ✓ | | |
| 2. | Apply the knowledge, frameworks and concepts to analyze brand marketing situations in real business/non-business organizations | | | ✓ | |
| 3. | Demonstrate competence in evaluating brand marketing strategies of business/non-business organizations | | | ✓ | |
| 4. | Make recommendations on brand marketing strategies individually and in group for business/non-business organizations | | | | ✓ |
| 5. | Develop a sense of marketing ethics in branding practice | | ✓ | | |
| | | 100% | | | |

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

| LTA | Brief Description | CILO No. | | | | | Hours/week (if applicable) |
|---------|--|----------|---|---|---|---|-------------------------------|
| | | 1 | 2 | 3 | 4 | 5 | |
| Seminar | Students will learn about general knowledge, frameworks, concepts, and applications of brand marketing from both Chinese and global cultural perspective | ✓ | ✓ | ✓ | ✓ | ✓ | |

| | | | | | | | |
|----------------------------------|---|---|---|---|---|---|--|
| | through lectures and classroom discussions. | | | | | | |
| In-class Activities | Students will participate into a range of in-class application activities to boost their learning motivation and to provide opportunities for them to think through relevant knowledge, frameworks, concepts and their applications. Students will build a foundation for class activities and projects. These activities may involve discussions, case studies, online research, short papers, and more. | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Project Development and Delivery | Students will do in-class and/or written individual and group presentations on brand marketing strategies of different types of organizations to demonstrate their competence in analyzing and evaluating brand marketing situations and making recommendations in real world settings. | ✓ | ✓ | ✓ | ✓ | ✓ | |

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

| Assessment Tasks/Activities | CILO No. | | | | | Weighting | Remarks |
|---|----------|---|---|---|---|-----------|---------|
| | 1 | 2 | 3 | 4 | 5 | | |
| Continuous Assessment: 100% | | | | | | | |
| In-class Discussions and Exercises | ✓ | ✓ | ✓ | ✓ | ✓ | 15% | |
| Group Presentation | ✓ | ✓ | ✓ | ✓ | | 35% | |
| Individual Report and Presentation | ✓ | ✓ | ✓ | ✓ | ✓ | 10% | |
| Individual Quizzes | ✓ | ✓ | ✓ | ✓ | ✓ | 40% | |
| Examination: 0% (duration: --- , if applicable) | | | | | | 100% | |

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B, B-) | Fair (C+, C, C-) | Marginal (D) | Failure (F) |
|---------------------------------------|--|--------------------------|---------------------|---------------------|-----------------|-----------------------------------|
| 1. In-class Discussions and Exercises | Able to always present and communicate brand marketing ideas excellently in oral format to analyze customers, competitors, and other issues. | High | Significant | Moderate | Marginal | Not even reaching marginal levels |
| | Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of brand marketing strategy. | High | Significant | Moderate | Marginal | Not even reaching marginal levels |
| 2. Group Presentation | Show excellent command of all aspects by integrating major brand marketing concepts to analyze consumers' behaviours, competitors, and other issues, and consolidate lots of insights and implications for strategy formulation. | High | Significant | Moderate | Marginal | Not even reaching marginal levels |
| | Demonstrate excellent ability to apply marketing concepts and develop outstanding marketing programs to tackle current marketing problems and issues. | High | Significant | Moderate | Marginal | Not even reaching marginal levels |
| | Ability to display enthusiasm and participate in collaborative efforts in a teamwork. | High | Significant | Moderate | Marginal | Not even reaching marginal levels |
| | Present and organize marketing information excellently in a professional manner. | High | Significant | Moderate | Marginal | Not even reaching marginal levels |
| 3. Individual Report and Presentation | Provide a thorough analysis of the selected brand marketing example, showcasing an in-depth understanding of the market dynamics and strategies involved. | High | Significant | Moderate | Marginal | Not even reaching marginal levels |
| | Clearly demonstrate the ability to apply key concepts, tools, and frameworks from the course to a real-world brand marketing example. | High | Significant | Moderate | Marginal | Not even reaching marginal levels |
| | Present and organize marketing information excellently in a professional manner. | High | Significant | Moderate | Marginal | Not even reaching marginal levels |
| 4. Individual Quizzes | Demonstrate a thorough grasp of the key concepts, principles, and theories covered in the course material. | High | Significant | Moderate | Marginal | Not even reaching marginal levels |
| | Apply the tools, frameworks, and techniques learned in the course to analyze and solve real-world problems. | High | Significant | Moderate | Marginal | Not even reaching marginal levels |

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B) | Marginal (B-, C+, C) | Failure (F) |
|---|--|--------------------------|-----------------|-------------------------|-----------------------------------|
| 1. In-class Discussions and Exercises | Able to always present and communicate brand marketing ideas excellently in oral format to analyze customers, competitors, and other issues. | High | Significant | Marginal | Not even reaching marginal levels |
| | Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of brand marketing strategy. | High | Significant | Marginal | Not even reaching marginal levels |
| 2. Group Presentation | Show excellent command of all aspects by integrating major brand marketing concepts to analyze consumers' behaviours, competitors, and other issues, and consolidate lots of insights and implications for strategy formulation. | High | Significant | Marginal | Not even reaching marginal levels |
| | Demonstrate excellent ability to apply marketing concepts and develop outstanding marketing programs to tackle current marketing problems and issues. | High | Significant | Marginal | Not even reaching marginal levels |
| | Ability to display enthusiasm and participate in collaborative efforts in a teamwork. | High | Significant | Marginal | Not even reaching marginal levels |
| | Present and organize marketing information excellently in a professional manner. | High | Significant | Marginal | Not even reaching marginal levels |
| 3. Individual Report and Presentation | Provide a thorough analysis of the selected brand marketing example, showcasing an in-depth understanding of the market dynamics and strategies involved. | High | Significant | Marginal | Not even reaching marginal levels |
| | Clearly demonstrate the ability to apply key concepts, tools, and frameworks from the course to a real-world brand marketing example. | High | Significant | Marginal | Not even reaching marginal levels |
| | Present and organize marketing information excellently in a professional manner. | High | Significant | Marginal | Not even reaching marginal levels |
| 4. Individual Quizzes | Demonstrate a thorough grasp of the key concepts, principles, and theories covered in the course material. | High | Significant | Marginal | Not even reaching marginal levels |
| | Apply the tools, frameworks, and techniques learned in the course to analyze and solve real-world problems. | High | Significant | Marginal | Not even reaching marginal levels |

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Brand marketing, Brand equity, Brand Loyalty, Brand positioning, Brand expansion, Brand value, Brand architecture

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

Articles, cases, academic papers readings will be recommended in the class

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

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| 1. | Lalaounis, S. T. (2020). Strategic Brand Management and Development: Creating and Marketing Successful Brands. Routledge. |
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