

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester A 2022/23**

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.	Understand 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 self-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. Teaching and Learning Activities (TLAs)

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

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Seminar	General knowledge, frameworks, concepts, and applications of brand marketing from both Chinese and global cultural perspective will be explained and shared through lectures and classroom discussions.	✓	✓	✓	✓	✓	
Readings	Students will read the assigned materials before coming to classes. The reading materials provide opportunities for the students to think through relevant knowledge, frameworks, concepts and their applications. This serves to build a foundation for class activities and projects.	✓	✓	✓	✓	✓	
Group and Individual Projects	In class and/or written individual and group presentations on brand marketing strategies of different types of organizations will be used by the students 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%							
Class Discussion	✓	✓	✓	✓	✓	10%	
Group Project Report and Presentation	✓	✓	✓	✓		40%	
Individual Project Report and Presentation	✓	✓	✓	✓		50%	
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 in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Class Discussion	1. Able to always present and communicate brand marketing ideas excellently in oral format to analyze customers, competitors, and other issues.	High	Significant	Moderate to Marginal	Not even reaching marginal levels
	2. Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of brand marketing strategy	High	Significant	Moderate to Marginal	Not even reaching marginal levels
2. Group Project Report and Presentation	1. 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 to Marginal	Not even reaching marginal levels
	2. Demonstrate excellent ability to apply marketing concepts and develop outstanding marketing programs to tackle current marketing problems and issues.	High	Significant	Moderate to Marginal	Not even reaching marginal levels
	3. Present and organize marketing information excellently in a business report format.	High	Significant	Moderate to Marginal	Not even reaching marginal levels
3. Individual Project Report and Presentation	1. 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 to Marginal	Not even reaching marginal levels
	2. Demonstrate excellent ability to apply marketing concepts and develop outstanding marketing programs to tackle current marketing problems and issues.	High	Significant	Moderate to Marginal	Not even reaching marginal levels
	3. Present and organize marketing information excellently in a business report format.	High	Significant	Moderate to Marginal	Not even reaching marginal levels

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion	1. Able to always present and communicate brand marketing ideas excellently in oral format to analyze customers, competitors, and other issues.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2. Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of brand marketing strategy	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Project Report and Presentation	1. 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	Basic	Not even reaching marginal levels
	2. Demonstrate excellent ability to apply marketing concepts and develop outstanding marketing programs to tackle current marketing problems and issues.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3. Present and organize marketing information excellently in a business report format.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Individual Project Report and Presentation	1. 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	Basic	Not even reaching marginal levels
	2. Demonstrate excellent ability to apply marketing concepts and develop outstanding marketing programs to tackle current marketing problems and issues.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3. Present and organize marketing information excellently in a business report format.	High	Significant	Moderate	Basic	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; Chinese culture; Heart, Head, and Hand; Tangible vs Intangible; Need, Want, and Wish; Time, Place and People.

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.)

Update article & 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.)

1. Research Frontiers on the International Marketing Strategies of Chinese Brands (China Perspectives)
Zuohao Hu, Xi Chen, Zhilin Yang (ed.) Routledge, 2016

Other readings will be recommended in the class.