

**City University of Hong Kong  
Course Syllabus**

**offered by College of Business  
with effect from Summer Term 2023**

---

---

**Part I Course Overview**

<b>Course Title:</b>	Global Brand Management Workshop
<b>Course Code:</b>	FB6777
<b>Course Duration:</b>	10 days
<b>Credit Units:</b>	3
<b>Level:</b>	P6
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	Nil
<b>Precursors:</b> <i>(Course Code and Title)</i>	Nil
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	Nil
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	Nil

## Part II Course Details

### 1. Abstract

Brands are a key source of value for customers. As manufacturing technologies converge, routes to market become more competitive. This programme takes a focused look at brands as sources of differentiation and, hence, competitive advantage of the firm.

This course aims to increase understanding of the important issues in planning and evaluating brand strategies; to consider the best and most innovative frameworks, models and tools to make effective branding decisions; to understand how the digital economy is affecting brands and how to maximise the branding opportunities that it affords; and to provide practical workshops for attendees to apply these principles.

### 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.	Obtain an in-depth look and understanding of managerial challenges and management frameworks in brand management.	30%	✓		
2.	Acquire knowledge in decision making and leadership competency through learning of brand equity with marketing communication mix; luxury product branding; strategic pricing, distribution, and operational issues in global brand building.	40%		✓	
3.	Increase awareness of ongoing trends such as responding to contemporary issues (e.g. big data analytics, social media, and digital technology) in brand management	30%			✓
		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				
1.	Seminars	✓	✓	✓				
2.	In-class discussions and participation	✓	✓	✓				
3.	Company visits	✓		✓				

### 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					
Continuous Assessment: 100%								
1. In-class Participation	✓						10%	
2. Group presentation			✓				35%	
3. Group Report		✓	✓				35%	
4. Individual Learning Report	✓						20%	
Examination: 0% (duration:    hours, 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)
In-class Participation	Active participation	<ul style="list-style-type: none"> <li>Listening attentively in all sessions</li> <li>Actively participate in all discussions and exercises</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in most sessions</li> <li>Actively participate in most discussions and exercises</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in some sessions</li> <li>Actively participate in some discussions and exercises</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in few sessions</li> <li>Actively participate in few discussions and exercises</li> </ul>
Group Presentation	Ability to present in a logistical sequence and respond to questions in a fluent and precise way in the presentation	<ul style="list-style-type: none"> <li>Demonstrates a cogent ability to present business plan and findings so that ideas are communicated in the most effective way.</li> <li>Able to respond questions in a fluent and precise way with relevant examples.</li> <li>Able to deal thoughtfully with supplementary questions</li> </ul>	<ul style="list-style-type: none"> <li>Effectively communicate business plan and findings in the presentation.</li> <li>Able to respond questions in a precise way with relevant examples</li> </ul>	<ul style="list-style-type: none"> <li>Some of the ideas in the business plan are communicated accurately.</li> <li>Able to respond questions in a relevant way that demonstrates command of the facts</li> </ul>	<ul style="list-style-type: none"> <li>Unable to communicate ideas in the business plan accurately.</li> <li>Responds to questions in ways that are not always relevant or do not demonstrate command of the facts</li> </ul>
Group Report	Ability to demonstrate integrated learning in the report	<ul style="list-style-type: none"> <li>Demonstrate excellent ability to fully integrate learning in the report</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate good ability to moderately integrate learning in the report</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate fair ability to somewhat integrate learning in the report</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate poor ability to integrate learning in the report</li> </ul>
Individual Learning Report	Effort in learning	<ul style="list-style-type: none"> <li>Demonstrate excellent effort in learning from this course</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate good effort in learning from this course</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate fair effort in learning from this course</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate poor effort in learning from this course</li> </ul>

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)
In-class Participation	Active participation	<ul style="list-style-type: none"> <li>Listening attentively in all sessions</li> <li>Actively participate in all discussions and exercises</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in most sessions</li> <li>Actively participate in most discussions and exercises</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in some sessions</li> <li>Actively participate in some discussions and exercises</li> </ul>	<ul style="list-style-type: none"> <li>Listening attentively in few sessions</li> <li>Actively participate in few discussions and exercises</li> </ul>	<ul style="list-style-type: none"> <li>Does not participate</li> </ul>
Group Presentation	Ability to present in a logistical sequence and respond to questions in a fluent and precise way in the presentation	<ul style="list-style-type: none"> <li>Demonstrates a cogent ability to present business plan and findings so that ideas are communicated in the most effective way.</li> <li>Able to respond questions in a fluent and precise way with relevant examples.</li> <li>Able to deal thoughtfully with supplementary questions</li> </ul>	<ul style="list-style-type: none"> <li>Effectively communicate business plan and findings in the presentation.</li> <li>Able to respond questions in a precise way with relevant examples</li> </ul>	<ul style="list-style-type: none"> <li>Most of the ideas in the business plan are communicated accurately.</li> <li>Able to respond questions in a relevant way that demonstrates command of the facts</li> </ul>	<ul style="list-style-type: none"> <li>Some of the ideas in the business plan are communicated accurately.</li> <li>Responds to questions in ways that are not always relevant or do not demonstrate command of the facts</li> </ul>	<ul style="list-style-type: none"> <li>None of the ideas in the business plan are communicated accurately.</li> <li>Not able to respond to questions in relevant ways</li> </ul>
Group Report	Ability to demonstrate integrated learning in the report	<ul style="list-style-type: none"> <li>Demonstrate excellent ability to fully integrate learning in the report</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate good ability to moderately integrate learning in the report</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate fair ability to somewhat integrate learning in the report</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate poor ability to integrate learning in the report</li> </ul>	<ul style="list-style-type: none"> <li>Not able to demonstrate learning from this course in the report</li> </ul>
Individual Learning Report	Effort in learning	<ul style="list-style-type: none"> <li>Demonstrate excellent effort in learning from this course</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate good effort in learning from this course</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate fair effort in learning from this course</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate poor effort in learning from this course</li> </ul>	<ul style="list-style-type: none"> <li>Does not demonstrate effort made in learning from this course</li> </ul>

**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 Building; Brand Management; Brand Measurement.

**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.)*

1.	Nil
----	-----

**2.2 Additional Readings**

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

1.	Nil
----	-----