

FB6777: GLOBAL BRAND MANAGEMENT WORKSHOP

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Global Brand Management Workshop

Subject Code

FB - College of Business (FB)

Course Number

6777

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

10 days

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate an in-depth look and understanding of managerial challenges and management frameworks in brand management.	30	x		
2	Apply 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		x	
3	Identify the increased awareness towards ongoing trends such as responding to contemporary issues (e.g. big data analytics, social media, and digital technology) in brand management	30			x

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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminars	Students will engage in seminars to gain knowledge about the course topics.	1, 2, 3

2	Peer-discussion	Students will discuss with their peers how to improve their knowledge, and performance on assessment tasks, in order to deepen and broaden their knowledge and skills.	1, 2, 3	
3	Company visits	In company visit, students will learn from the introduction by the holding company. They will also improve their knowledge by engaging with other students' presentations.	1, 3	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	1. In-class Participation	1	10	-	Yes
2	2. Group presentation	3	35	-	Yes
3	3. Group Report	2, 3	35	-	Yes
4	4. Individual Learning Report	1	20	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

In-class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Active participation

Excellent

(A+, A, A-) - Listening attentively in all sessions
 - Actively participate in all discussions and exercises

Good

(B+, B, B-) - Listening attentively in most sessions
 - Actively participate in most discussions and exercises

Fair

(C+, C, C-) - Listening attentively in some sessions
 - Actively participate in some discussions and exercises

Marginal

(D) - Listening attentively in few sessions
 - Actively participate in few discussions and exercises

Failure

(F) - Does not participate

Assessment Task

Group Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to present in a logistical sequence and respond to questions in a fluent and precise way in the presentation

Excellent

(A+, A, A-) - Demonstrates a cogent ability to present business plan and findings so that ideas are communicated in the most effective way.

- Able to respond questions in a fluent and precise way with relevant examples.
- Able to deal thoughtfully with supplementary questions

Good

(B+, B, B-) - Effectively communicate business plan and findings in the presentation.

- Able to respond questions in a precise way with relevant examples

Fair

(C+, C, C-) - Most of the ideas in the business plan are communicated accurately.

- Able to respond questions in a relevant way that demonstrates command of the facts

Marginal

(D) - Some of the ideas in the business plan are communicated accurately.

- Responds to questions in ways that are not always relevant or do not demonstrate command of the facts

Failure

(F) - None of the ideas in the business plan are communicated accurately.

- Not able to responds to questions in relevant ways
-

Assessment Task

Group Report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate integrated learning in the report

Excellent

(A+, A, A-) - Demonstrate excellent ability to fully integrate learning in the report

Good

(B+, B, B-) - Demonstrate good ability to moderately integrate learning in the report

Fair

(C+, C, C-) - Demonstrate fair ability to somewhat integrate learning in the report

Marginal

(D) - Demonstrate poor ability to integrate learning in the report

Failure

(F) - Not able to demonstrate learning from this course in the report

Assessment Task

Individual Learning Report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Effort in learning

Excellent

(A+, A, A-) - Demonstrate excellent effort in learning from this course

Good

(B+, B, B-) - Demonstrate good effort in learning from this course

Fair

(C+, C, C-) - Demonstrate fair effort in learning from this course

Marginal

(D) - Demonstrate poor effort in learning from this course

Failure

(F) - Does not demonstrate effort made in learning from this course

Assessment Task

In-class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Active participation

Excellent

(A+, A, A-) - Listening attentively in all sessions
- Actively participate in all discussions and exercises

Good

(B+, B) - Listening attentively in most sessions
- Actively participate in most discussions and exercises

Marginal

(B-, C+, C) - Listening attentively in some sessions
- Actively participate in some discussions and exercises

Failure

(F) - Listening attentively in few sessions
- Actively participate in few discussions and exercises

Assessment Task

Group Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to present in a logistical sequence and respond to questions in a fluent and precise way in the presentation

Excellent

(A+, A, A-) - Demonstrates a cogent ability to present business plan and findings so that ideas are communicated in the most effective way.

- Able to respond questions in a fluent and precise way with relevant examples.
- Able to deal thoughtfully with supplementary questions

Good

(B+, B) - Effectively communicate business plan and findings in the presentation.

- Able to respond questions in a precise way with relevant examples

Marginal

(B-, C+, C) - Some of the ideas in the business plan are communicated accurately.

- Able to respond questions in a relevant way that demonstrates command of the facts

Failure

(F) - Unable to communicate ideas in the business plan accurately.

- Responds to questions in ways that are not always relevant or do not demonstrate command of the facts
-

Assessment Task

Group Report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate integrated learning in the report

Excellent

(A+, A, A-) - Demonstrate excellent ability to fully integrate learning in the report

Good

(B+, B) - Demonstrate good ability to moderately integrate learning in the report

Marginal

(B-, C+, C) - Demonstrate fair ability to somewhat integrate learning in the report

Failure

(F) - Demonstrate poor ability to integrate learning in the report

Assessment Task

Individual Learning Report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Effort in learning

Excellent

(A+, A, A-) - Demonstrate excellent effort in learning from this course

Good

(B+, B) - Demonstrate good effort in learning from this course

Marginal

(B-, C+, C) - Demonstrate fair effort in learning from this course

Failure

(F) - Demonstrate poor effort in learning from this course

Part III Other Information

Keyword Syllabus

Brand Building; Brand Management; Brand Measurement.

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Nil