

# MKT6613: BRAND MARKETING

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## Effective Term

Semester B 2024/25

## Part I Course Overview

### Course Title

Brand Marketing

### Subject Code

MKT - Marketing

### Course Number

6613

### Academic Unit

Marketing (MKT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

MKT5610 Marketing Strategy and Planning

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### 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.

**Course Intended Learning Outcomes (CILOs)**

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
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		x		
2	Apply the knowledge, frameworks and concepts to analyze brand marketing situations in real business/non-business organizations			x	
3	Demonstrate competence in evaluating brand marketing strategies of business/non-business organizations			x	
4	Make recommendations on brand marketing strategies individually and in group for business/non-business organizations				x
5	Develop a sense of marketing ethics in branding practice		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	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.	1, 2, 3, 4, 5

2	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.	1, 2, 3, 4, 5	
3	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.	1, 2, 3, 4, 5	

#### Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-class Discussions and Exercises	1, 2, 3, 4, 5	15	
2	Group Presentation	1, 2, 3, 4	35	
3	Individual Report and Presentation	1, 2, 3, 4, 5	10	
4	Individual Quizzes	1, 2, 3, 4, 5	40	

#### Continuous Assessment (%)

100

#### Assessment Rubrics (AR)

##### Assessment Task

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

##### Criterion

Able to always present and communicate brand marketing ideas excellently in oral format to analyze customers, competitors, and other issues.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Marginal

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

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

**Criterion**

Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of brand marketing strategy.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Marginal

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

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

**Criterion**

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.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

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(C+, C, C-) Moderate

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**Failure**

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**Assessment Task**

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

**Criterion**

Demonstrate excellent ability to apply marketing concepts and develop outstanding marketing programs to tackle current marketing problems and issues.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Marginal

**Failure**

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**Assessment Task**

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

**Criterion**

Ability to display enthusiasm and participate in collaborative efforts in a teamwork.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Marginal

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

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

**Criterion**

Present and organize marketing information excellently in a professional manner.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Marginal

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

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

**Criterion**

Provide a thorough analysis of the selected brand marketing example, showcasing an in-depth understanding of the market dynamics and strategies involved.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

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**Assessment Task**

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

**Criterion**

Clearly demonstrate the ability to apply key concepts, tools, and frameworks from the course to a real-world brand marketing example.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

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**Assessment Task**

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

**Criterion**

Demonstrate a thorough grasp of the key concepts, principles, and theories covered in the course material.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

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**Assessment Task**

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

**Criterion**

Apply the tools, frameworks, and techniques learned in the course to analyze and solve real-world problems.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Marginal

**Failure**

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**Assessment Task**

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

**Criterion**

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

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**Criterion**

Apply the tools, frameworks, and techniques learned in the course to analyze and solve real-world problems.

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## Part III Other Information

**Keyword Syllabus**

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

**Reading List**

**Compulsory Readings**

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

**Additional Readings**

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