

MKT6613: BRAND MARKETING

Effective Term

Semester A 2026/27

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 app.)	DEC-A1	DEC-A2	DEC-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		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 ("- for nil entry)	Allow Use of GenAI?
1	In-class Discussions and Exercises	1, 2, 3, 4, 5	15	GenAI is not allowed for this component because the focus is on live, verbal engagement and critical thinking skills. Active participation in real-time discussions is essential for developing interpersonal and analytical abilities, which cannot be replaced by AI tools.	No

2	Group Presentation	1, 2, 3, 4	35	GenAI is allowed for this component. Students may use AI tools to assist with brainstorming, structuring their presentations, conducting basic research, or generating visual aids. However, all content must be critically reviewed, revised, and personalized by the group to ensure originality and alignment with the assignment requirements. The use of GenAI must be properly disclosed.	Yes
3	Individual Report and Presentation	1, 2, 3, 4, 5	10	GenAI is allowed for this component. Students may use AI to draft ideas, refine their writing, or analyze data. However, the final submission must reflect the student's own critical thinking and originality. Proper attribution must be given for any content generated using AI tools.	Yes

4	Individual Quizzes	1, 2, 3, 4, 5	40	GenAI is not allowed for this component to ensure the integrity of individual assessments. Quizzes are designed to evaluate each student’ s independent knowledge and understanding of the course material without external assistance.	No
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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

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

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

Fair

(C+, C, C-) Moderate

Marginal

(D) Marginal

Failure

(F) Not even reaching marginal levels

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

(F) Not even reaching marginal levels

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

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

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

Marginal

(D) Marginal

Failure

(F) Not even reaching marginal levels

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

Marginal

(D) Marginal

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual Report and 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

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

(D) Marginal

Failure

(F) Not even reaching marginal levels

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

(F) Not even reaching marginal levels

Assessment Task

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

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)Significant

Marginal

(B-, C+, C)Marginal

Failure

(F)Not even reaching marginal levels

Assessment Task

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

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)Significant

Marginal

(B-, C+, C)Marginal

Failure

(F)Not even reaching marginal levels

Assessment Task

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

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.

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(A+, A, A-)High

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(B+, B)Significant

Marginal

(B-, C+, C)Marginal

Failure

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Assessment Task

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

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

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(B-, C+, C)Marginal

Failure

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Assessment Task

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

Criterion

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

Excellent

(A+, A, A-)High

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(B+, B)Significant

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(B-, C+, C)Marginal

Failure

(F)Not even reaching marginal levels

Assessment Task

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

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Assessment Task

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

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Failure

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Assessment Task

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

Criterion

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

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(A+, A, A-)High

Good

(B+, B)Significant

Marginal

(B-, C+, C)Marginal

Failure

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Assessment Task

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

Criterion

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Excellent

(A+, A, A-)High

Good

(B+, B)Significant

Marginal

(B-, C+, C)Marginal

Failure

(F)Not even reaching marginal levels

Assessment Task

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

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)Significant

Marginal

(B-, C+, C)Marginal

Failure

(F)Not even reaching marginal levels

Assessment Task

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

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)Significant

Marginal

(B-, C+, C)Marginal

Failure

(F)Not even reaching marginal levels

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.