

MKT4650: DESIGNING BRAND AND CUSTOMER EXPERIENCE

Effective Term

Semester B 2023/24

Part I Course Overview

Course Title

Designing Brand and Customer Experience

Subject Code

MKT - Marketing

Course Number

4650

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to assist students to develop skills and strategies in designing elements of a brand, and the related customer experience. Brand management strategies and tactics, and the relationship between tangible and intangible components of a brand will be discussed. Theories and practices in planning customer journey, developing brand touchpoints and other aspects of customer experience will be covered. Examples of successful and failing cases in Hong Kong, China and the global market will be illustrated.

Course Intended Learning Outcomes (CILOs)

| CILOs | | Weighting (if DEC-A1 DEC-A2 DEC-A3 app.) | | | |
|-------|--|--|---|---|---|
| 1 | Describe the importance of branding and customer experience in various aspects of marketing. | | x | | |
| 2 | Apply creative and design thinking skills in planning brands and customer experience. | | | | x |
| 3 | Design tangible and intangible components of a brand, and develop plans and strategies to manage established brands and customer experience efficiently and effectively. | | | x | x |
| 4 | Working productively and effectively with people who are creative in different levels and senses as a team. | | | 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.

Teaching and Learning Activities (TLAs)

| TLAs | Brief Description | CILO No. | Hours/week (if applicable) |
|------|-------------------|--|----------------------------|
| 1 | Seminars | Theories, concepts and different techniques of brand management and designing customer experience will be covered. | 1, 2 |

| | | | | |
|---|-----------------------|--|------------|--|
| 2 | Class Discussion | Students will gain hands-on experience of apply different theories and techniques in design and plan brand experience. There will be briefing of how they can be practiced, debriefing for what have been learned and how they can be applied in different organizations, and discussion of the results and processes in different student groups. | 1, 2, 3, 4 | |
| 3 | Project Presentations | Groups are required to design a brand including its tangible and intangible components that could lead to a successful business venture or campaign, or an improvement in the design of existing brand / customer experience. The new design should be able to improve customer satisfaction and loyalty to the brand. | 1, 2, 3, 4 | |

Assessment Tasks / Activities (ATs)

| ATs | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) | |
|-----|------------------|---------------|--|---|
| 1 | Class Activities | 1, 2, 3 | 35 | Attend and participate in class discussions to gain knowledge and practice of the brand design skills, and learn how to apply them in designing customer experience. Discussion includes raising questions in the class and after the presentations, and sharing of results and experience from the situations discussed in the classes. It is an assessment of individual performance. |

| | | | | |
|---|----------------------|------------|----|---|
| 2 | Project Presentation | 1, 2, 3, 4 | 20 | Design and present the new brand/ customer experience orally within certain time limit and answer questions raised by the class. It is a group assessment with peer evaluation adjusting the group marks to be distributed among group members. |
| 3 | Project Report | 1, 2, 3, 4 | 20 | Explain the design of the new brand/ customer experience in written form. It is a group assessment with peer evaluation adjusting the group marks to be distributed among group members. |
| 4 | Quiz | 1, 2, 3 | 25 | Examine students' understanding and application of knowledge of brand and customer experience design in various aspects of marketing. |

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Class Activities

Criterion

1. ABILITY to PRESENT and ANALYSE issues.
2. CAPACITY to PARTICIPATE in class discussion.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Project Presentation

Criterion

1. ABILITY to communicate the plan in oral format.
2. CAPACITY to COVER the main content and MANAGE the time.
3. CAPACITY to ANSWER the questions raised.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Project Report

Criterion

1. ABILITY to INTEGRATE major concepts.
2. ABILITY to APPLY the concepts and design a brand and related customer experience.
3. ABILITY to PRESENT the plan in written format.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Quiz

Criterion

1. ABILITY to UNDERSTAND and INTEGRATE major concepts.
2. ABILITY to APPLY creative and design thinking skills in planning brands and customer experience.
3. ABILITY to DEVELOP strategies to manage established brands and customer experience.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching the marginal level

Part III Other Information

Keyword Syllabus

Branding, Brand Management, Branding Strategy, Brand Identity, Typography, Brand Equity, Brand Attitude, Brand Awareness, Brand Image, Brand Personality, Brand Name, Brand Extension, Private Branding, Customer Experience, , Customer Journey, , Touchpoint, Points of Contact, Moments of Truth.

Reading List**Compulsory Readings**

| | Title |
|---|---|
| 1 | Alina Wheeler (2017), "Designing Brand Identity: An Essential Guide for the Whole Branding Team", 5th edition, Wiley. |
| 2 | James Kalbach (2016), "Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams", O'Reilly Media. |

Additional Readings

| | Title |
|---|--|
| 1 | Marty Neumeier (2005), "The Brand Gap: How to Bridge the Distance Between Business Strategy and Design", New Riders. |
| 2 | Karen Leland (2016), "The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand", Entrepreneur Press. |
| 3 | Catharine Slade-Brooking (2016), "Creating a Brand Identity: A Guide for Designers", Laurence King Publishing. |
| 4 | David Airey (2014), "Logo Design Love: A Guide to Creating Iconic Brand Identities", 2nd edition, Peachpit Press. |
| 5 | Michael Bierut (2015), "How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World", Harper Design. |
| 6 | Ellen Lupton (2010), "Thinking with Type", 2nd revised expanded ed., Princeton Architectural Press. |
| 7 | Margaret Hartwell (2012), "Archetypes in Branding: A Toolkit for Creatives and Strategists", HOW Books. |
| 8 | Nicholas J. Webb (2016), "What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint", AMACOM. |
| 9 | John A. Goodman (2014), "Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service", AMACOM. |

| | |
|----|---|
| 10 | Kevin Lane Keller (2017), "Strategic Brand Management: Building, Measuring, and Managing Brand Equity", 5th edition, Pearson. |
| 11 | Jaime Levy (2015), "UX Strategy: How to Devise Innovative Digital Products that People Want", O'Reilly Media. |
| 12 | Donna Lichaw (2016), "The User's Journey: Storymapping Products That People Love", Rosenfeld Media. |
| 13 | Tom Greever (2015), "Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience", O'Reilly Media. |