



180394 Brand Management

Course Code	180394	Course Name	Brand Management	
Instructor	Guoyue Xiong	Guest Speaker	TBA	
Course delivery	Lectures	Interactive Seminars	Outreach Workshop	Field Trip(s)
	√	√		
	Tutorials	Projects	Presentations	Group Activities
	√			√
Academic Credits	This course is worth 7.5 ECTS points.			
Total Teaching Hours	48 hours			
Prerequisite	The course is open for undergraduate students.			
Mode of Teaching	Virtual and In person class options are available.			

Course Description

This course aims to explore how branding significantly impacts the marketing process. Branding does not just refer to the brand name, it also includes the identity, image, equity, reputation and strategy of the brand. Topics cover brands and brand management, brand equity, brand positioning and brand strategies. This course will also investigate multiple case studies, which apply theory with current industry practice.

With its fast pace in transformation, the branding landscape is also a very invigorating environment to work within. This course is open for all students who are interested in marketing, communications, public relations, social media and advertising.

Brief Schedule and Topics

Topics covers but are not limited to:

- Introduction to Brands and Brand Management
- Brands are assets that drive strategy
- The dynamics of brand management
- Brand vision
- Brand Personality
- Marketing research to support branding
- Designing Brand Positions
- Brand positioning exercise
- Brand Management in Practice
- Supporting the brand position
- Issues in branding

Learning Objective

By the end of this course you should be able to:

- Assess brand components in both the goods and services industries to inform managerial decision-making
- Formulate recommendations for the brand positioning of an existing business
- Manage brand related decisions to impact brand growth

Requirements

The course is open for undergraduate students who are interested in Brand Management.

Reference Books

David Aaker (2014) Aaker on Branding – 20 Principles That Drive Success Morgan James Publishing

Kevin Keller (2019) Strategic Brand Management – Global Edition (Pearson)

Assessments

Assessments in this course include:

Class (Tutorial) participation (10%)

To further enhance the learning experience, it is also important for you to engage in regular discussions with other students, in exchanging knowledge and ideas with regards to this course and its key topics. Students are expected to be present and punctual for all their classes.

Quiz 1 (20%)

Details of the assignment will be announced and discussed during the class.

Quiz 2 (20%)

Details of the assignment will be announced and discussed during the class.

Branding Project (Report 30%+ Presentation 20%)

Details of the assignment will be announced and discussed during the class.

Detailed Daily Schedule (TBC)

Topic (tentative)	Activities
Introduction to Brands and Brand Management	Introduction; Lecture/seminar
Brands are assets that drive strategy	Lecture/seminar; Case Studies; Tutorial; In-Class Activities
The dynamics of brand management	Lecture/seminar; Case Studies; Tutorial; In-Class Activities
Brand vision	Lecture/seminar; Case Studies; Tutorial; In-Class Activities
Brand Personality	Lecture/seminar; Quiz 1 (20%)
Marketing research to support branding	Lecture/seminar; Case Studies; Tutorial; In-Class Activities
Designing Brand Positions	Lecture/seminar; Case Studies; Tutorial; In-Class Activities
Brand positioning exercise	Lecture/seminar; Case Studies; Tutorial; In-Class Activities
Brand Management in Practice	Lecture/seminar; Quiz 2 (20%)
Supporting the brand position	Lecture/seminar; Case Studies; Tutorial; In-Class Activities
Issues in branding	Lecture/seminar; Case Studies; Tutorial; In-Class Activities
Branding Workshop 1	Final Presentation (1/2)
Branding Workshop 2	Final Presentation (2/2) (20%); Report Submission (30%)

Content is subject to change.

In light of the significant uncertainty surrounding the COVID-19 pandemic, this course offers both virtual and In person class options.

Academic Integrity and Policies

[Tongji University Academic Policy](#) for international students makes reference to the Academic Policy for Undergraduates (Issuing on 20th, June 2005) and Academic Policy for Postgraduates.

Academic Integrity

Students are expected to uphold the university's academic honesty principles, which are an integral part of the university's core values and principles. Academic achievement is generally evaluated based on work that a student produces independently. If a student fails to observe the standards of academic honesty, he or she could attract penalties and even disqualification from the course in more serious circumstances. All students are responsible for understanding and following Tongji's academic code, which is described below.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

Moreover, falsifications in any connection with the academic process such as change of academic transcript violate the code. Misunderstanding the policy is not an excuse for dishonesty. Students who are hesitant about any point of the policy should seek advice from their course instructors or an academic advisor.

This Academic Integrity policy applies to all students of the Tongji University in all programmes of study, including non-graduating students as well as Tongji alumni, insofar as it associates with transcripts and other records of work at Tongji. It is to reinforce the University's commitment to maintaining integrity and honesty in all academic activities of the University community.

Policy

The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.

Academic dishonesty affects the University's reputation and devalues the degrees offered.

The University will impose serious penalties on students who are found to have violated this Policy. The following penalties may be imposed:

- i. Expulsion;
- ii. Dismissal;
- iii. Suspension;
- iv. Zero marks/ fail grade;
- v. Marking down;
- vi. Re-doing/re-submitting of assignments or reports; and
- vii. Reprimand.