

Enquire Teaching Timetable

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Course Outcome

MKTG 4110 - Strategic Brand Management

Learning Outcome

1. Understanding the fundamental concepts in strategic brand management.
2. Effective communication skill.
3. Demonstration of analytical and problem solving skills.
4. Effective team-building and collaborative skills.
5. Ability to analyse business problems from an international and cross-cultural perspective.
6. Ability to think creatively and critically.

Course Syllabus

1. Strategic Marketing: A Vision and Decision for Marketing Actions
2. What is a Brand?
3. The Top 100 Global Brands
4. The Meanings of Brands
5. Managing Brand Equity
6. Brand Management: A Strategic Process Model
7. Brand Positioning
8. Communications for Brand Management
9. Brand Revitalization
10. Brand Crisis Management
11. Brand Protection

Assessment Type

	Assessment Type	Current Percent
1	Homework or assignment	30
2	Others	20
3	Presentation	10
4	Project	40

Feedback for Evaluation

1. Course Teaching Evaluation (CTE) will be done at the end of the course.
2. Collect information and feedback from students.
3. Assess the achievement of learning goals by reviewing external examiner reports.

Required Readings

Textbooks:

1. 洗日明、陳志輝、謝冠東 (編) (2009), <專業營銷第一課: 與市場專家對話>, 中華書局, 第二版
2. 洗日明、郭慧儀、陳志輝、謝冠東 (編) (2009), <專業營銷第二課: 破解品牌管理的密碼>, 明報出版社

Recommended Readings

Reference:

1. Roll, Martin (2006), Asian Brand Strategy, Palgrave
2. Temporal, Paul (2010), Advanced Brand Management: Managing Brands in a Changing World. John Wiley & Sons Pte. Ltd.
3. Additional Readings will be assigned for each class