

---

## SYLLABUS

---

**Date/ Revision** : 5 January 2017  
**Faculty** : Business and Social Sciences  
**Approval** : Dr. Samuel Prasetya

---

### SUBJECT: BRAND MANAGEMENT

---

#### 1. Identification of Subject:

Name of Subject : Brand Management  
Code of Subject : BRMA-4000  
SKS / ECTS : 3  
Semester : 4  
Study Program : B-IBA/B-MGT  
Lecturer : Norman Yachya , ST, MBA & Mega Safira, MA

#### 2. Competency

After having the course, students are expected to be able to:

- a) Define the main concepts and explain the purpose of branding.
- b) Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.
- c) Describe the process and methods of brand management, including how to establish brand identity and build brand equity.
- d) Formulate effective branding strategies for both consumer and business products/services
- e) Conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results.
- f) Compose, assess, and incorporate individual input to produce effective team project output.

#### 3. Description of Subject:

This course aims to develop students' understanding of the importance of brand equity as well as how to build, measure, and manage brand equity. It will cover topics in the utilities of branding, steps/process of building brands, methods of measuring brand equity, ways to leverage brand equity, strategies in managing brand portfolios, and management of brands over time, geographic boundaries, and market segments. Because of the importance of digital marketing and social media management in the process of branding, concepts and practices in these areas are discussed throughout the four modules.

#### 4. Learning Approach

Approach : Classroom , One on one , group discussion and interactive activities.  
 Method : A combination of lectures, case studies, videos, live projects and in-class discussions will be employed to familiarize students with the theories and key concepts of the course. Students are required to participate actively in class discussion.

Student Task : Group Assignment  
 Media : LCD and Video

#### 5. Evaluation

- a) Absencemaximum : 25%
- b) Participation&discussion : 10points
- c) Group Assignment : 20points
- d) Project Presentation : 15points
- e) Daily Quiz : 10points
- f) Final Examination : 45points
- Total : 100points

#### 6. Contents/ Topics of Lecturing:

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
1	<p><b>Course Introduction and expectations</b></p> <ul style="list-style-type: none"> <li>• Understand the definition of a brand and how a brand is created.</li> <li>• Are brands overexposed and what can marketers do to develop a winning brand in an era of the “24/7” brand? We will analyze some TV commercials to determine what are good and bad brand positioning strategies</li> </ul> <p><b>Developing the Brand and Understanding Brand Equity</b></p> <ul style="list-style-type: none"> <li>• Understand the underlying aspects of developing a brand, the elements that help create a brand and how to create and evaluate brand equity.</li> </ul>	Ch. 1, 2	Group formation
2	<p><b>Brand Positioning</b></p> <ul style="list-style-type: none"> <li>• Understand what is brand positioning, why it’s important, how it is developed and how it serves as the foundation of a company’s marketing effort.</li> <li>• Without a clear, effective and dynamic brand positioning, a company’s message and creative don’t</li> </ul>	Ch. 3	

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	stand a chance. <ul style="list-style-type: none"> <li>Case: The GAP</li> </ul>		
3	<b>Choosing Brand Elements to Build Brand Equity</b> <ul style="list-style-type: none"> <li>Identify the core elements that help build a brand. Review companies that have done it effectively.</li> <li>How do brand names, slogans and packaging</li> <li>Help creating a differentiated brand</li> <li>Case: Pepsi Blue</li> </ul>	Ch. 4	<b>Draft I</b>
4	<b>Designing Marketing Programs that Build Brand Equity</b> <ul style="list-style-type: none"> <li>Looking beyond the 4 P's in marketing to develop brand equity.</li> <li>Brand experience, with particular focus on social media and its impact <i>Management</i> on brands.</li> <li>Review trends and ways that brands can thrive in a 24/7 world.</li> </ul>	Ch. 5	<b>Quiz I</b>
5	<b>Integrating Marketing Communications to Build Brand Equity</b> <ul style="list-style-type: none"> <li>How do you communicate your brand to end customers? What tools are in a marketer's arsenal and which are right for the task at hand.</li> <li>Case: Ikea invades America</li> </ul>	Ch. 6	<b>Draft II</b>
6	<b>Leveraging Secondary Brand Knowledge to Build Brand Equity</b> <ul style="list-style-type: none"> <li>How do marketers leverage contextual factors, like country of origin, to enhance brand value?</li> </ul>	Ch. 7	<b>Quiz II</b>
7	<b>Evaluation from previous discussion and chapters</b>	Ch. 1-7	
8	<b>Semester Break: Only Make-Up Classes</b>		
9	<b>Measuring and Interpreting Brand Performance</b> <ul style="list-style-type: none"> <li>How do you track brand performance and what are the right questions to ask to drive brand insights?</li> <li>A practical look at how research helps companies develop stronger brands.</li> <li>Case: Rosewood Hotels &amp; Resorts</li> </ul>	Ch. 8 - 10	<b>Draft III</b>
10	<b>Designing and Implementing Brand Strategies</b> <ul style="list-style-type: none"> <li>What are effective brand strategies and how can you create one for your company?</li> <li>How a brand strategy leads to the development of an integrated marketing plan</li> <li>Case: The Clorox co : going green</li> </ul>	Ch. 11	<b>Quiz III</b>
11	<b>Introducing New Products and Line Extensions</b> <ul style="list-style-type: none"> <li>How do you expand and grow your brand? How quickly can you grow?</li> <li>What aspects of your brand can catapult you to</li> </ul>	Ch. 12	<b>Draft IV</b>

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	success or stop you? • Case: Martha Stewart		
12	<b>Managing Brands Over Time</b> • How to make sure your brand stays relevant over time. The pitfalls of shifting brand focus and losing brand momentum and how to get it back. Prioritizing communication elements so they have the most impact on your brand. • Case: Callaway Golf	Ch. 13	<b>Quiz IV</b>
13	<b>Global Branding: Is There Such a Thing as a Global Brand?</b> • How do you expand a brand globally? How do you think about customers in different markets? • How do they evaluate your brand? How do you maintain consistency in your brand's positioning as you expand into new markets? • Case: Nike, Building a global brand	Ch. 14	<b>Draft V</b>
14	Final Observation: The New Branding Frontier	Ch. 15	<b>Quiz V</b>
15	<b>Review chapters for final exams &amp; group projects</b>	Ch 8-15	<b>Final draft</b>
16	<b>Semester Break: Only Make-Up Classes</b>		
17	<b>Final Examination</b>	Ch 8-15	

**7. Book Reference:**

- a) **TextBook:** Keller, Strategic Brand Management, 4th Edition, Prentice Hall, ISBN # 978-013-2664-257