

COURSE NUMBER: VX351	COURSE TITLE: Advanced Branding and Brand Management
CREDIT: 2	PREREQUISITES: <i>Branding and Brand Management</i>
TEXTBOOKS/REQUIRED MATERIAL: Jie Li. <i>Brand Aesthetics and Management</i> , China Machine Press, 2014. Jie Li. <i>Manage Your Brand Strategically</i> , China Machine Press, 2012. Kevin Keller. <i>Strategic Brand Management: Building, Measuring, and Managing Brand Equity</i> , 4th edition, Pearson, 2012. Kevin Keller. <i>Best Practice Cases in Branding: Lessons from the World's Strongest Brands</i> , 3rd Edition, Prentice Hall, 2008. Jean-Noël Kapferer. <i>New Strategic Brand Management: Creating & Sustaining Brand Equity</i> , 5th Edition, Kogan Page, 2012.	PREPARED BY: Jie Li DATE OF PREPARATION: October 2016 DATE OF UC APPROVAL: December 7, 2016
INSTRUCTOR(S): Jie Li	SCIENCE/DESIGN: N/A
CATALOG DESCRIPTION: <i>Branding and Brand Management (Advanced)</i> is a senior marketing course for JI undergraduates who has taken prerequisite course <i>Branding and Brand Management</i> . Based on knowledge attained in the prerequisite, this course is closely linked to brand equity, which acts as measurement of an enterprises' core competitiveness. This course contains the brand-related concepts, brand equity elements, brand equity maintenance, brand equity measurement and global branding. In addition, some corporate management theories (including business model) are also involved in this course, such as entrepreneurship and corporate strategy. To bridge theory and practice, the course interweaves lectures, case discussions and group presentation. The course culminates in a brand audit group project that the students present in the final days of class. The project requires students to select an existing corporate brand, evaluate its brand equity systematically and try to provide recommendations for the brand going forward.	COURSE TOPICS: 1. Brand-related concepts 2. Brand, branding and brand equity 3. Business model v.s. entrepreneurship 4. Choosing brand elements to build brand equity 5. Maintaining brand equity 6. Discussion 7. Measuring brand equity 8. Branding strategy v.s corporate strategy 9. Global branding 10. Final exam: brand project report
COURSE STRUCTURE/SCHEDULE: 135 minutes lectures per week for 10 weeks	
COURSE OBJECTIVES [Course Outcomes in brackets]	<ol style="list-style-type: none"> To provide comprehensive knowledge of branding and brand equity. To create familiarity with research tools that measure brand equity. To augment students' ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending, and maintaining brand equity. To cultivate students' mindsets for corporate business management and globalization. To encourage the application of brand principles to oneself: so as to be aware when building and communicating one's own personal and professional reputation. To provide the experience of making arguments based on true brand cases.
COURSE OUTCOMES [Student Outcomes in brackets]	<p>After complete the <i>Branding and Brand Management (Advanced)</i> course, students should be able to:</p> <ol style="list-style-type: none"> Have a clear understanding on brand, branding and brand equity base on brand-related concepts. Have an overall familiarity on corporate operation through theories of business model and entrepreneurship. Understand brand equity-related elements, and measure brand equity. Have a clear understanding on relationship between brand strategy and corporate strategy. Strengthen their mindsets on brand equity through group discussion and presentation. Make oral presentations by showing in-depth and beautiful slides based on given brands (from 2016 Interbrand top 100 brands or Chinese native companies)
ASSESSMENT TOOLS [Course Outcomes in brackets]	<p>Attendance & Class Participation (30%) In-class Discussion (30%) Project presentation (40%)</p>