LSPR Communication & Business Institute

Subject Syllabus

Subject Code : MKTC05

Subject Title : Strategic Branding I: Theoretical Approach

Subject Specification : For students in Marketing Communication Major

Subject Overview : Strategic Branding I : Theoretical Approach is one of the subject in marketing communication study designed for students to understand the importance of brand and what goes into creating a strong brand. This subject not only talks about brand and it's element, but also branding strategies, and how does marketing communication plays part in creating brand strategies. In the end, student are expected to be able to create a brand of their choice and implement all their knowledge into creating this brand and how they can communicate their brand and choosing the right tools to do it.

Course Objectives :

1. Students are able to have a basic understanding of what brand is
2. Students understand the element of a brand and apply the appropriate IMC accordingly
3. Students are able to create a brand of their choice base on their understanding of what brand is.
4. Students are able to present the results of their thinking verbally and in writing
5. Students are able to work individually and in groups in the implementation of branding and branding strategies.

Course Method: Interactive Lectures, Problem Based Learning, Cooperative Learning, Problem-solving Discussions, Project based learning, Case Based Learning, Case Small/Focus Group Discussions, Class Presentation.

Learning Outcome (Competence) :

Knowledge :
Understanding the basic principle theories of brand, brand elements, brand equity and branding strategies. Knowledge of IMC (Integrated Marketing Communication) program best suited to the each brand equity and brand elements.

Skill :

Ability to develop a brand concept including all the elements nescesary to create an ideal brand of chosen industry also the proficiency to analyze and determine which IMC tools the most appropriate to maximize in order to achieve the branding goals.

Attitude :
A sense of responsibility to the group task given and professionalism in presenting their idea

Course Content :

Week	Topic
1	Introduction - understanding brand + study case
	The Role of Branding
2	The Role of Brand Equity in Branding
	Brand Positioning and Brand Personality + Coursework 1
3	Brand Elements
	Coursework 2
4	Review
	Creativity and Innovation in Branding
5	Alternative Marketing and Marketing Programs
	IMC for Brand Equity
6	Measuring Brand Performance
	Coursework 3
7	Growing and Sustaining Brand
	Review Final exam + Coursework 4
8	Final Examination

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	40%
Weekly Discussion	40%
Quiz	10%
Live Session Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring final papers in lieu of final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction - understanding brand + study case	Introduction to brand	1. Lecturer's presentation 2. Question and answer Interactive Lectures
	The Role of Branding	Understanding what branding and why is it important.	1. Lecturer's presentation 2. Question and answer Interactive Lectures
2	The Role of Brand Equity in Branding	Brand knowledge, brand assets	1. Lecturer's presentation

			2. Question and answer Interactive Lectures
	Brand Positioning and Brand Personality + Coursework 1	Guideline of brand positioning, Brand personality dimensions.	1. Lecturer's presentation 2. Question and answer Interactive Lectures
3	Brand Elements	Type of brand element, brand name, logos and symbols, character, packaging, etc	1. Lecturer's presentation 2. Question and answer Interactive Lectures
	Coursework	Presentation of chosen brand	1. Student's Presentation Interactive Lectures
4	Review	Material review	1. Lecturer's presentation 2. Question and answer Interactive Lectures
	Creativity and Innovation in Branding	Creativity and innovation in branding, 4I's	1. Lecturer's presentation 2. Question and answer Interactive Lectures
5	Alternative Marketing and Marketing Programs	Types of alternative marketing, 4P's in Branding	1. Lecturer's presentation 2. Question and answer Interactive Lectures
	IMC for Brand Equity	IMC mix and uses	1. Student's presentation 2. Question and answer
6	Measuring Brand Performance	Consumer Research, Research techniques	1. Student's presentation 2. Question and answer
	Coursework 3	Presentation, Q&A	1. Student's presentation 2. Question and answer

7	Growing and Sustaining Brand	Brand extension, Understanding Market	1. Student's presentation 2. Question and answer
	Review Final exam + Coursework 4	Review, Presentation, Q&A	Review, briefing, Q&A
8	**FINAL EXAMINATION**	Presenting the full range of knowledge and implementation of branding and all the elements onto student's brand creation	Presentation, Q&A

Final Paper Guideline : Paper and Group Presentation

References :

1. https://99designs.com/blog/logo-branding/strategic-branding/#:~:text=Strategic%20branding%20is%20the%20process,of%20the%20goal%20for%20branding.
2. https://brandmasteracademy.com/what-is-strategic-branding/
3. Stephens Balakrishnan, M. (2009), "Strategic branding of destinations: a framework", European Journal of Marketing, Vol. 43 No. 5/6, pp. 611-629. https://doi.org/10.1108/03090560910946954
4. Keller, Kevin Lane, Strategic Brand Management, 5th Edition, 2022.
5. Heding, Tilde, et al Brand Management, Research, Theory and Practice, 2009.

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