COURSE OVERVIEW

Countless ideas are generated every second. But only a few are able to materialise as real brands. With the proliferation of a wide variety of brands, consumers today are spoilt by choices. New brands are the lifeblood of all businesses. It is essential for an organisation to develop new or modify existing brands to meet changing consumer needs and competitor’s actions. Investing in their development isn't an optional extra – it is crucial to long term business growth and profitability. But embarking on the development process is risky. It needs considerable planning and proper management.

COURSE OBJECTIVES

This course is designed for students who are looking for an in-depth understanding of the development and management of brands. It traces and highlights the intricacies involved in balancing both brand and company strategic objectives. Students will be introduced to the meanings of new brands, why some new brands fail and others succeed, and the problems faced by marketers during the various stages of the development process. Finally, concepts and theories on branding, such as the naming of new brands, brand awareness, brand personality, brand loyalty, and how to build brand equity, will be discussed.

TEACHING METHOD

A special feature of this course is its emphasis on hands-on learning of the new brand development process. Students will be guided in their learning through participative learning. Using a combination of class discussions, project assignments, and even market visits, students will be exposed to the theories and concepts in the product/service & brand management. Therefore, students are expected to embrace the challenges, absorb the knowledge, and understand the concepts & applications in a very steep learning curve.

PRE-REQUISITE SKILLS

Students should have completed a basic Marketing course (MKT1003 Principles of Marketing).
COURSE OUTLINE

This course achieves the above objectives by examining the following topics:

1. What comes first? A Product/Service, a Brand, or Both?
2. What’s the relationship between a Product/Service and a Brand?
3. What are new Brands and why do we need them?
4. Why do some new Brands succeed and some fail?
5. What is the New Brand Development Process?
   (a) Opportunity Identification & Selection
   (b) Concept Generation
   (c) Concept/Project Evaluation
   (d) Development
   (e) Launch
6. What is Post-Launch Brand Management?
7. What is a Brand Portfolio? How can we leverage on the strength of a Brand Portfolio for long-term growth and profitability?
8. What are the career opportunities for a Brand Manager?

COURSE SCHEDULE

<table>
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<tr>
<th>WEEK</th>
<th>TOPIC</th>
<th>Reading Assignments</th>
<th>Work Assignments</th>
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| Week 1 (11 Jan) | a) Introduction to the Course  
b) Principles of Product & Brand Management | Course Information  
BT Chapter 1  
RT Chapter 1 | None |
| Week 2 (18 Jan) | a) The New Brand Development Process  
b) Opportunity Identification & Selection | BT Chapter 2  
BT Chapter 3 | None |
| Week 3 (25 Jan) | Concept Generation | BT Chapters 4 to 7 | None |
| Week 4 (1 Feb) | Concept Evaluation | BT Chapters 8 to 11 | None |
| Week 5 (8 Feb) | Brand Protocol | BT Chapter 12 | None |

RECESS WEEK (Sat 13 Feb – Sun 21 Feb)

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<th>WEEK</th>
<th>TOPIC</th>
<th>Reading Assignments</th>
<th>Work Assignments</th>
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| Week 6 (22 Feb) | New Brand Development Process Management | BT Chapters 13 & 15  
GP A: Grps 1 to 3 | |
| Week 7 (1 Mar) | Launch Management Part 1 | BT Chapter 16  
RT Chapters 2 to 3  
GP A: Grps 4 to 6 | |
| Week 8 (8 Mar) | **E-LEARNING WEEK**  
Launch Management Part 2 | BT Chapters 17 to 19 | None |
| Week 9 (15 Mar) | Brand Equity 101 | RT Chapters 4 to 5 | None |
| Week 10 (22 Mar) | Integrated Marketing Communication | RT Chapter 6 | None |
| Week 11 (29 Mar) | Brand Portfolio Management | RT Chapters 12 to 13 | None |
| Week 12 (5 Apr) | Group Presentations Part 1  
+ Guest Speaker | Revision | GP B: Grps 1 to 3 |
| Week 13 (12 Apr) | Group Presentations Part 2  
+ **FINAL TEST** | None | GP B: Grps 4 to 6 |

*E-LEARNING WEEK – No classes for this session. Students are to download all the materials on IVLE and participate in all the given assignments off campus.

**FINAL TEST – More information on the test format & requirement will be released at a later date.
BASIC TEXT (BT)


REFERENCE TEXT (RT)


ADDITIONAL READING

Students are strongly advised to keep up-to-date in the subject matter by reading articles published in newspapers, marketing magazines, business newsletters, market visits, and even checking out new brand launches.

ASSESSMENT METHODS

1. Individual Class Participation (15%)  
You will be graded based on your understanding of key concepts and quality of answer in class discussion; active participation in group discussions; and contribution of a new brand concept to the group.

2. Group Project A (15%)  
Each group will develop and present a Brand Protocol. The group will be given a maximum of 20 minutes (excluding Q&A) to give a presentation to illustrate the thought and decision processes up to the confirmation of the Brand Protocol. Only the presentation needs to be submitted.

3. Group Project B (30%)  
With reference to the Brand Protocol, each group will continue with the Brand Development Process up to Post-Launch. The group will be given a maximum of 25 minutes (excluding Q&A) to present ONLY the Brand Launch Plan. Both the presentation and a written report (maximum 12 pages, excluding appendix) that illustrates the thought and decision processes up to the point of Launch will have to be submitted.

4. Final Test (30%)  
There will be a final test that covers all the required readings and lecture notes. You will be tested on your overall comprehension and application of Product & Brand Management concepts.

5. Peer Evaluation (10%)  
To reward team mates who went beyond the call of duty as well as to discourage those who do not put in their fair share, you are required to evaluate ALL your team mates using the form below. The form is to be handed in during class in week 13. You will grade each team mate between 0 to 10, with 0 being the lowest and 10 being the highest. You are only allowed to give one “10” and one “9”. The rest will be graded between 0 to 8. You are not required to provide a grade for yourself.
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<tr>
<th>Name</th>
<th>Score (0 to 10)</th>
<th>Reasons (if applicable)</th>
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STUDENTS’ RESPONSIBILITIES

To be a successful Brand Manager, you must first learn how to manage yourself to bring out the best in you. Students must be able to responsibly manage their own time, discipline, and other resources – preparation before lessons is mandatory; punctuality in attendance and submission of assignments is much appreciated; and passive learning will not be tolerated.

It takes more than rote learning to do well in Product & Brand Management. Students are expected to embrace creative thinking, think out of the box for original ideas, leverage on group dynamics, and fully immerse themselves into the brands.

You are required to participate actively in your Project Group and carry out a New Brand Development Project – wide range of industries from FMCG to F&B to Movies, etc. Details of the Group Projects will be announced to the class when the course commences.