

GRADUATE DIPLOMA IN BRAND MANAGEMENT

MODULE OUTLINE



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

GDM101 Marketing Management

Module objectives

To provide students with a good working knowledge of marketing management. Emphasis is placed on the procedures and techniques of decision making in the marketing context. The course also introduces students to behavioural models and concepts for evaluation and prediction consumer behaviour. Basics of marketing research and research design techniques are included as well. On completing the course, students will be able to apply marketing principles and analytical tools in making marketing decisions.

Outline syllabus

1. Introduction to marketing management
2. Marketing information system
3. The marketing environment
4. Marketing research
5. Customer value, satisfaction, and loyalty
6. Consumer behaviour
7. Business markets
8. Market segments and targets
9. Brand positioning
10. Branding
11. Product strategy
12. Marketing of services

13. New market offerings
14. Pricing strategies
15. Marketing channels and value networks
16. Integrated marketing communications

Pedagogy

This module will be delivered using a combination of lectures and tutorials. Highly interactive techniques such as discussion of up to date articles and case studies are employed. Students are engaged in marketing debate on issues covered in the module.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Group Project	20%
3	Final Examination	70%
	Total	100%

Module objectives

This module covers the development and implementation of holistic brand advertising and promotion. The nature, role and principles of the various marketing communications tools will be discussed. On completing the course, students will be able to develop and enhance strategic decision making skills regarding integrated brand communications.

Outline syllabus

1. Advertising and integrated brand communications
2. The advertising industry
3. Social, ethical and regulatory aspects of advertising
4. Advertising, integrated brand communications and consumer behaviour
5. Market segmentation, positioning and the value proposition
6. Advertising and integrated brand communications research
7. Planning advertising and integrated brand communications
8. Designing and placing advertising and integrated brand communications

Pedagogy

In addition to formal lectures to introduce theories and frameworks, the lecturer will also facilitate and guide students by encouraging them to participate and to develop their own thoughts.

To reinforce the lecture material covered, tutorials would involve class discussions, individual or group exercises, and case studies.

Videos may be used to illustrate core concepts on integrated brand communications.

Supplementary course material may be provided to deepen students' understanding of the theories and concepts presented in lectures and class discussions.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorials	10%
3	Group Project	40%
4	Final Examination	40%
	Total	100%

Module objectives

This module is structured along the daily key responsibilities and challenges faced by the typical brand managers who need to devise and implement a successful branding strategy in the competitive marketplace. It focuses on proven strategies for building successful brands, the decisions and options faced by brand managers, and the tools to effectively manage brands.

Outline syllabus

1. The importance of brands
2. Brand interpretations
3. Building integrated brands
4. Brand visioning
5. Importance of organisational culture in brands
6. Brand objectives
7. Auditing the brandspheres
8. The nature of a brand
9. Special brand considerations
10. Implementing brands
11. Brand evaluation

Pedagogy

Teaching strategy will emphasise a highly interactive approach based on contemporary case analyses, discussion of topical marketing issues and contemporary brand building best practices, and in-class exercises on an individual or team basis.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorials	10%
3	Group Project	40%
4	Final Examination	40%
	Total	100%

Module objectives

This module introduces students to the theories, concepts, models, skills and some of the tools used in effective strategic brand management. The objective of this module is to increase the understanding of the important issues in planning and evaluating brand strategies across consumer and business markets and across goods and services. In addition, it will cover the importance of brand equity, brand strategies over the product life cycle, and the application of the marketing mix to brand strategies. Students will learn the key steps of the analytical process to help grow a brand globally.

Outline syllabus

1. Brands and brand management
2. Customer-based brand equity (CBBE)
3. Brand positioning
4. Building brand equity
5. Branding strategies
6. New products and brand extensions
7. Managing brands
8. Brand equity measurement
9. International issues and global branding strategies

Pedagogy

This lecture- and tutorial-based module emphasises analytical learning. Students will obtain maximum benefit from this module by thinking critically about the concepts and various factors discussed in lectures/tutorials and applying them when they read current business journals/magazines and newspapers, etc. This module aims to improve and test students' powers of analysis and creative thinking and problem-solving in addition to the ability to present ideas persuasively (communication skills) and to work cooperatively in team situations (self-awareness and interpersonal skills).

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorials	10%
3	Group Project	40%
4	Final Examination	40%
	Total	100%

Module objectives

This module covers contemporary thinking, principles, concepts and practices on the process of bringing new products and brands to the market within the overall strategic context of a firm. The module exposes students to typical challenges faced in new product planning and management, new brand development and marketing. It teaches them how to successfully define, develop, deploy, market and support profitable new products, services and brands.

Outline syllabus

1. Innovation management
2. Market adoption
3. Managing intellectual property (IP)
4. Managing organisational knowledge
5. Management of R&D
6. Product and brand strategy
7. New product development (NPD)
8. Wrapping and packaging
9. New service innovation
10. Market research

Pedagogy

The teaching approach consists of lectures, experiential exercises, class readings, class discussions and debate, analysing case studies, reviewing current events relating to new product and brand development and management, and a major team project involving developing and planning the introduction of a new product and brand. The goal of the project is for the students to learn how to develop a business case for the new product idea and take the idea through the new product management process. Students will get to thoroughly analyse the market opportunity

for their idea and develop a complete business case justification needed to receive start-up funding.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorials	10%
3	Group Project	40%
4	Final Examination	40%
	Total	100%

Module objectives

The graduate project will provide an integrated learning experience to students where they will apply the concepts presented in the various modules to plan, design and run a branding campaign followed by evaluating the success of the campaign. Students will receive ongoing consultation for the project duration and be assessed based on branding project portfolio submission, report and final presentation.

Project requirement

1. Branding campaign planning
2. Constructing a branding program
3. Presentation and evaluation on the success of branding campaign
Participants to present their campaign proposal to the lecturer role playing as their clients/advertiser. Participants will have to defend choices made for each aspect of the campaign planning during the presentation.