

GRADUATE DIPLOMA IN BRAND MANAGEMENT

MODULE OUTLINE



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

GDBR101 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. On completing the course, students will be able to apply marketing principles in making marketing decisions.

Learning outcomes

At the end of this module, students should be able to:

- 1) Demonstrate an understanding of the terminologies, theories, concepts, and principles relating to marketing management.
- 2) Integrate these theories, concepts, and principles into a basic framework for understanding marketing decision processes.
- 3) Think strategically about business problems from a marketing perspective.
- 4) Develop an understanding of the factors that influence the marketing manager's decisions.
- 5) Demonstrate critical thinking skills by analysing marketing problems, assessing the quality/validity of data, and formulating valid conclusions based on proper analysis.
- 6) Apply the appropriate information technologies to specified marketing situations.
- 7) Evaluate and recommend marketing strategies and programmes.

- 8) Develop effective marketing plans and strategies for specific organisations, products or services.
- 9) Make marketing decisions based on ethical knowledge.

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%

GDBR102 Consumer Behaviour and Marketing Research

Module objectives

The first part of the course covers the study of behavioural models and concepts to help students understand, evaluate, and predict consumer behaviour in terms of marketing implications. The course emphasises an understanding of the processes that influence the consumer's acquisition, consumption, and disposition of goods and services.

The second part of the course focuses on the use of marketing research as an aid to making marketing decisions. More specifically, it deals with how the information used to make marketing decisions is gathered and analysed.

Today's competent marketers are both consumer-centric and market focused. They utilise both consumer behaviour and marketing research knowledge to gain a sustainable competitive advantage in markets where few significant differences exist between product or service offerings. Critical research skills and an understanding of consumer behaviour are part of the necessary skill set for anyone engaged in a growing competitive global marketplace.

Learning outcomes

At the end of this module, students should be able to:

- 1) Apply consumer behaviour and marketing research theories and concepts to solving marketing and business problems.
- 2) Identify opportunities for applying consumer behaviour and marketing research concepts and tools to achieve organisational objectives.
- 3) Integrate the knowledge of consumer behaviour and marketing research to facilitate the process of effective communication, internally and externally.
- 4) Understand the terminology and concepts of consumer behaviour.
- 5) Analyse the sociological and psychological variables that shape the

consumer decision process.

- 6) Appreciate a variety of techniques for changing attitudes.
- 7) Apply knowledge of consumer behaviour to a variety of entities ranging from non-profit organisations to e-commerce.
- 8) Translate a marketing problem into a feasible research question.
- 9) Appreciate marketing research as a process that involves a sequence of activities, each compatible with the preceding activities.
- 10) Understand the strengths and weaknesses of alternative research designs.
- 11) Discuss the many sources of marketing information and the various means for gathering such information.
- 12) Display a more sensitive understanding to the biases and limitations of marketing data and basic data analysis.
- 13) Design and execute a basic survey research project.

Outline syllabus

Consumer Behaviour

- 1) Introduction to consumer behaviour
- 2) Perception
- 3) Learning and memory
- 4) Motivation and values
- 5) Personality
- 6) Attitudes
- 7) Individual consumer decision making
- 8) Group influence and opinion leadership

- 9) Organisational decision making
- 10) Cultural influences on consumer behaviour

Marketing Research

- 1) Nature of marketing research
- 2) The marketing research process
- 3) Secondary data sources
- 4) Research design
- 5) Qualitative research
- 6) Observation studies
- 7) Survey and interviews
- 8) Experiments and test markets
- 9) Sampling
- 10) Sources and collection of data
- 11) Analysis and presentation of data
- 12) Consumer behaviour research

Pedagogy

The pedagogy comprises mainly classroom-style lectures using real marketplace examples to illustrate and bring to life the theories taught. In the course of the lectures, students are expected to participate in analysing and discussing real marketplace problems and examples that are brought up.

In the lectures on marketing research, the student will be given hypothetical examples and exercises to give them a chance to put what

they have learnt to the test. Real market cases will also be used for discussion and illustration.

Students have to do a group-project contributing to 30% of the total grade. This is to give the students a hands-on experience in dealing with marketing problems. The project can either take the form of an application of course knowledge to a real case or topical applications to typical marketing problems.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Group Project	30%
3	Final Examination	60%
	Total	100%

GDBR103 Advertising and Integrated Brand Communications

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.

Learning outcomes

At the end of this module, students should be able to:

- 1) Explain the role and function of integrated brand communications in brand management.
- 2) Target advertising and brand communications more effectively.
- 3) Create advertising and integrated brand communications objectives, strategies and tactics.
- 4) Apply the correct process for developing brand communications budgets.
- 5) Develop an appropriate integrated brand communications strategy.
- 6) Apply the appropriate theories and tools to plan, develop, and evaluate 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	Group Project	30%
3	Final Examination	60%
	Total	100%

GDBR201 Branding Strategy

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.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the importance of building strong and powerful brands, and explain branding as a marketing tool.
- 2) Understand the branding process and build integrated branding programmes.
- 3) Organise to manage brands effectively.
- 4) Manage brands and apply branding strategies in a variety of domains.
- 5) Propose appropriate and effective branding strategies to build and sustain brand performance.
- 6) Evaluate brand performance.

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	Group Project	30%
3	Final Examination	60%
	Total	100%

GDBR202 Strategic Brand Management

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.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the major elements of strategic brand management.
- 2) Critically assess brand management strategies.
- 3) Analyse and prepare reports on brand management and global branding issues.
- 4) Apply brand management theory to real life situations.
- 5) Formulate strategies for building, leveraging, and defending brands.

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	Group Project	30%
3	Final Examination	60%
	Total	100%

GDBR203 New Product and Brand Development

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.

Learning outcomes

At the end of this module, students should be able to:

- 1) Better understand the issues involved in the execution of new product and brand development and marketing.
- 2) Understand the issues, opportunities, risks and uncertainties faced by organisations launching and marketing new products, services and brands.
- 3) Formulate and analyse new product and brand marketing decisions.
- 4) Use several processes for developing and marketing new products and brands.
- 5) Communicate their analysis in a clear and concise manner to the company's senior management as well as their new product team members.

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	Group Project	30%
3	Final Examination	60%
	Total	100%