



**FAKULTI TEKNOLOGI DAN KEJURUTERAAN**

<b>PROGRAM</b>	<b>DIPLOMA IN GRAPHIC DESIGN</b>
<b>COURSE NAME</b>	<b>BRAND STRATEGY AND DEVELOPMENT</b>
<b>COURSE CODE</b>	<b>DGE 5023</b>
<b>CREDIT HOUR</b>	<b>3</b>
<b>SYNOPSIS</b>	In the course, emphasis is placed on understanding psychological principles at the customer level that will improve managerial decision-making with respect to brands. One aim of the course is to make these concepts relevant for any type of organization (public or private, large or small, etc.)
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<b>MODULE 1: Brand Concept</b> 1.1 Identify the definition of a brand. 1.2 Match the common branding terms with their descriptions. 1.3 Select the characteristics of an effective brand name or brand mark
<b>2</b>	<b>MODULE 2: Branding Responsibilities</b> 2.1 Identify common brand manager responsibilities. 2.2 Select tasks to complete common brand manager responsibilities. 2.3 Sequence the stages of the consumer adoption process.
<b>3</b>	<b>MODULE 3: Introduction to Integrated Branding</b> 3.1 Framework and philosophy for the course 3.2 Definitions and trends in branding 3.3 Why branding is critical to success 3.4 Review the foundations of brand hierarchy
<b>4</b>	<b>MODULE 4: Key Drivers of Branding - Corporate and Customer Strategy</b> 4.1 Importance of corporate strategy in driving branding 4.2 Linking branding with strategy
<b>5</b>	<b>MODULE 4: Key Drivers of Branding - Corporate and Customer Strategy</b> 4.3 Applying the right customer knowledge to build the brand strategy 4.4 Balancing multiple levels of branding



6	<b>MODULE 5: Defining the Brand</b> 5.1 Developing a brand identity 5.2 Branding through the customer experience 5.3 Mapping customer touch points 5.4 Review the brand architecture of current Canadian brands 5.5 Bringing the Brand to Life
7	<b>MODULE 6: Building the Brand Platform</b> 6.1 Elements of the brand platform 6.2 Protecting your brand through trademarking 6.3 Managing the brand platform process 6.4 Brainstorming and critiquing creative ideas against the brand Strategy
8	<b>MODULE 7: Leveraging the Marketing Mix</b> 7.1 Designing the communications strategy 7.2 Extending the brand to all communication vehicles 7.3 Leveraging product and service in brand delivery 7.4 Managing the brand through distribution channels 7.5 7.6 7.7 7.8
9	<b>MODULE 8: Integrating External Communications</b> 8.1 Using different media to build the brand 8.2 Difference between a campaign plan and a brand plan 8.3 Leveraging channel-specific approaches to build the brand 8.4 Employing non-traditional media to generate increased awareness.
10	<b>MODULE 9: Building the Brand with and through Employees</b> 9.1 Developing the internal branding framework 9.2 Aligning the external and internal brand 9.3 Creating the internal brand plan Managing customer touch points with consistent brand standards
11	<b>MODULE 10: Measuring Brand Value</b>



	10.1 Understanding how to measure overall brand value 10.2 Using financial metrics 10.3 How to set up, measure and evaluate brand value by media 10.4 Evaluating brand impact by media 10.5 Apply the Learning
12	<b>MODULE 11: Managing a New Brand or Re-Branding Assignment</b> 11.1 Review the process to 11.2 establish a new brand or 11.3 enhance an existing brand 11.4 When and what to brand 11.5 Investment required to build 11.6 and maintain a brand 11.7 Brand audit process
13	<b>MODULE 12: Branding Case Studies</b> 12.1 Review of real-life branding case studies 12.2 Critiquing brand strategies
14	<b>MODULE 12: Branding Case Studies</b> 12.3 Assessing customer impact 12.4 Guest speakers
<b>References:</b>	1. 1. Designing Brand Identity : An Essential Guide For The Whole Branding Team : Alina Wheeler, Foreword By Debby Millman : 2017 : 5th Edition Isbn 101118980824