



**FAKULTI TEKNOLOGI DAN KEJURUTERAAN**

<b>PROGRAM</b>	<b>DIPLOMA IN GRAPHIC DESIGN</b>
<b>COURSE NAME</b>	<b>BRAND MANAGEMENT</b>
<b>COURSE CODE</b>	<b>DPM 4012</b>
<b>CREDIT HOUR</b>	<b>2</b>
<b>SYNOPSIS</b>	This course will combine the most current brand management theory with practical application, covering such topics as creating brand equity and positioning, measuring brand equity, using brand equity to expand a business, understanding the functions of brand management to deliver sustained consumer and customer value and brand loyalty.
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<b>MODULE 1: Brands and Brand Management</b> 1.1 What is a brand? 1.2 Why do brands matter? 1.3 Can anything be branded? 1.4 The brand equity concept. 1.5 Strategic brand 1.6 management process
<b>2</b>	<b>MODULE 2: Customer-based brand equity</b> 2.1 Customer-based brand equity (CBBE) definition. CBBE framework. 2.2 Sources of brand equity. 2.3 The four steps of brand building
<b>3</b>	<b>MODULE 3: Brand positioning and values</b> 3.1 Identifying and establishing 3.2 Brand positioning. 3.3 Positioning guidelines. 3.4 Defining and establishing brand values
<b>4</b>	<b>MODULE 4: Choosing brand elements to build brand equity.</b> 4.1 Criteria for choosing brand elements. 4.2 Options and tactics for brand elements: brand names, URLs, logos, symbols, characters, slogans, jingles and packaging. 4.3 Putting it all together
<b>5</b>	<b>MODULE 5: Designing marketing programs to build brand equity.</b> 5.1 Product strategy. 5.2 Pricing strategy. 5.3 Channel strategy. 5.4 Promotion strategy. 5.5 Private label strategy and responses
<b>6</b>	<b>MODULE 6: Integrating marketing communications to build brand equity</b> 6.1 Advertising, promotion, Public relations. 6.2 Mixing and matching communication options
<b>7</b>	<b>MODULE 7: Developing a brand equity measurement and management system.</b> 7.1 The brand value chain.



	7.2 Designing brand tracking studies. 7.3 Establishing a brand equity management system
<b>8</b>	<b>MODULE 8: Designing and implementing branding strategies</b>  8.1 The brand-product 8.2 Matrix: breadth and depth of branding strategy.
<b>9</b>	<b>MODULE 8: Designing and implementing branding strategies</b>  8.3 Brand hierarchy. 8.4 Designing a branding strategy
<b>10</b>	<b>MODULE 9: Introducing and naming new products and brand extensions.</b>  9.1 New products and brand extensions. 9.2 Advantages of extensions.
<b>11</b>	<b>MODULE 9: Introducing and naming new products and brand extensions</b>  9.3 Disadvantages of extensions. 9.4 Understanding how consumers evaluate brand extensions. 9.5 Evaluating brand Extensions opportunities
<b>12</b>	<b>MODULE 10: Managing Brands over time.</b>  10.1 Reinforcing brands. 10.2 Revitalizing brands. 10.3 Adjustments to the brand portfolio
<b>13</b>	<b>MODULE 11: Managing brands over geographic boundaries and market segments.</b>  11.1 Advantages and disadvantages of global 11.2 Marketing programs.
<b>14</b>	<b>MODULE 11: Managing brands over geographic boundaries and market segments.</b>  11.3 Standardizations vs. customization in branding. 11.4 Global brand strategy. 11.5 Building global customer based brand equity
<b>References:</b>	1. Book of branding: A guide to creating brand identity for start-ups and beyond: Malinic, Radim : 2019/11 ISBN 9780993540035  2. Brand Identity Essentials : 100 principles for building brands : Boldermann, Kevin / Kim, Yang: 2019/04 : Rockpot Pub (USA) : ISBN 9781631597084