

Strategic Brand Management

Course Description

Strategic Brand Management provides students with an in-depth understanding of the principles and practices involved in building, measuring, and managing brand equity. Through a combination of theoretical concepts, case studies, and practical activities, students will explore key branding components, including brand equity, positioning, brand elements, and integrated marketing communications. The course also covers branding strategies in digital environments, measurement techniques, and the long-term management of brand assets. Students will engage in discussions, group presentations, and real-world assignments designed to apply branding concepts and foster analytical thinking, preparing them for strategic roles in brand management and marketing.

Class Schedule

Date	Main Focus	Key Topics / Activities	Purpose / Output
Mon 13 Oct	Ch. 1 – What Is a Brand?	Definition; brand vs product; brand elements; why brands matter. <i>Icebreaker:</i> “My favorite brand & why.”	Build foundation of branding concepts.
Tue 14 Oct	Ch. 1 (cont.) – The Role and Power of Brands	Brand functions (for consumers & firms); strategic brand management process. <i>Discussion:</i> Why people love brands like Uniqlo or ASUS?	Connect branding to everyday experience and business strategy.
Wed 15 Oct	Ch. 2 – Customer-Based Brand Equity (CBBE)	CBBE pyramid, brand knowledge, awareness, image. <i>Case:</i> Apple CBBE. <i>Activity:</i> Draw	Understand and apply Keller’s core framework.

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		brand pyramid for a Taiwanese brand.	
Thu 16 Oct	Ch. 2 (cont.) – Positioning & Brand Mantra	POPs, PODs, brand mantra.	Practice positioning and messaging skills.
Friday 19 Oct	Brand Debate		
Monday 20 Oct	Ch. 3 – Brand Resonance	Resonance pyramid; loyalty, attachment, community.	Learn how brands build emotional connections.
Tuesday 19 Oct	Ch. 4 – Choosing Brand Elements & Designing Identity	Brand names, logos, slogans, packaging.	Apply creative brand design strategies.
Wednesday 20 Oct	Ch. 8 – Leveraging Secondary Brand Associations		
Fri 24 Oct	Final Group Presentations & Course Reflection	15-min group presentations + Q&A. Course summary and reflection discussion.	Demonstrate integration of all branding frameworks and skills.

Final Group Presentation: Brand Audit Project

Objective:

Analyze one **Taiwanese or global brand** (e.g., ASUS, Gogoro, Uniqlo, 85°C, Starbucks) using:

- CBBE (Customer-Based Brand Equity)
- Brand Resonance
- IMC (Integrating Marketing Communications)
- Secondary Brand Associations

Details:

- **Date:** Friday, 24 Oct 2025
- **Duration:** 15 mins presentation + 5 mins Q&A per group
- **Group size:** 5 students (6 groups total)

Suggested Structure:

1. Brand Overview – history, target market, positioning
2. CBBE Analysis – awareness, image, associations
3. Brand Resonance – loyalty, engagement, community
4. IMC Strategy – campaign examples, ad tone, social media
5. Secondary Associations – endorsements, partnerships, country of origin
6. Recommendations – 2–3 brand improvement ideas

Details

1. Brand Overview

Purpose: Introduce the chosen brand and set context.

Include:

- Brand background: short history, founding country, and key milestones.
- Product category & target market: who buys this brand? (age, gender, lifestyle).
- Positioning statement: how does the brand want to be perceived? (e.g., affordable quality, premium lifestyle, eco-friendly innovation).

2. CBBE (Customer-Based Brand Equity) Analysis

Purpose: Use Keller's CBBE Pyramid to show how the brand creates meaning in consumers' minds.

Include:

- Brand Salience (Awareness): How well-known is the brand? (logo recall, name recognition, market share, social media visibility).
- Brand Performance: Product quality, reliability, features, design, and service.
- Brand Imagery: Emotional and symbolic associations (e.g., trendy, family-friendly, sustainable).
- Brand Judgments: What customers think — quality, credibility, value, superiority.
- Brand Feelings: Emotional reactions (e.g., excitement, trust, pride).
- Brand Resonance: Strength of loyalty and engagement (link to next section).

Grading Criteria

Assessment Structure for This Subject

- Individual Final Presentation Performance: 25%
- Group Final Presentation Performance: 25%
- Class Attendance and Participation: 50%