BRANDING AND MARKETING COURSE SYLLABUS
Spring 2012, Institute of Creative Industries Design, National Cheng Kung University
3 Credit Hours, Tuesday 14:00-17:00

COURSE OBJECTIVES:

The objectives of this course are to

a) Enhance awareness and knowledge about branding issues in creative industries
b) Develop ability to identify strategic issues in branding of creative products
c) Survey academic research streams addressing branding issue
d) Develop critical perspectives in evaluating research in branding and applying them in strategic management of brands in creative industries
e) Conduct case study focusing on branding and marketing
f) Develop hands-on abilities on brand building and marketing

CLASS FORMAT:

As the course is mainly theoretical based, 2/3 of the class will be conducted in a seminar style, the sessions will be discussion oriented with each student exploring ideas and questions brought up by others and exposing his/her own ideas and questions for investigation by others. Each session will focus on one topic area related to branding. Discussion will revolve around the reading assignments. The readings are grouped so as to cover a specific area of branding research to a reasonable depth each week. This section will conclude with students’ case studies.

Another 1/3 of the class will be practical oriented. Based on the case study conducted, students are required to propose branding and marketing strategies for their selected cases.

EVALUATION:

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<th>Component</th>
<th>% of grade</th>
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<tr>
<td>Discussion Leader</td>
<td>25%</td>
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<tr>
<td>Weekly Discussion Papers</td>
<td>25%</td>
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<tr>
<td>In-class Discussion Participation</td>
<td>10%</td>
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<tr>
<td>Research Project</td>
<td>20%</td>
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<tr>
<td>Hands-on Project</td>
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- **Discussion Leader**

Each session will start with the leader(s) making a brief presentation on the subject matter, paying particular attention to the articles assigned for that week. In addition to reporting on the articles assigned for the week, leader(s) are expected to do additional research and bring at least 1 more article (empirical research article, trade publication article, or case study article) that is relevant to the discussion taking place that week. A brief summary of the additional article will also be presented by the leader(s) in the brief presentation, along with summary handouts for the class.

The leaders will obtain approval from the instructor for two additional articles they will use by no later than 1 week prior to their discussion leading.

The leaders may use handouts, PowerPoint slides, short activities, or anything else that would facilitate discussion.

- **Weekly Discussion Papers**

The students who are not leading the class are required to prepare a written discussion of all articles assigned as weekly readings to help their in-class discussion participation. The weekly discussion paper should be in typed form (2-3 pages, 12-point, double spaced), and is due by **Sunday 18:00** (upload to Moodle) prior to the class in which the articles will be discussed. Late papers will not be accepted.

The discussion paper is not simply a summary or review piece. Its content should include: main contribution of the paper, the major strength of the paper, one thing you would have done differently if you had conducted the same research, potential applications of the research methods or concepts in creative industries branding research, and/or strategic meaning of issues discussed in the articles. In addition, you should include a minimum of 2 discussion questions revolving around topics covered in the articles that you want to pose to the class for further discussion.

- **In-Class Discussion Participation**

In keeping with the nature of a graduate course, students will be expected to come to class fully prepared to participate by discussing the substantive issues covered in assigned readings, to critically evaluate the primary strengths/contributions and weaknesses/limitations of each paper, and to propose specific directions for future research in the area.
- Case Study (Individual Project)

Students are required to conduct a case study in Tainan with a focus on branding and marketing. Students should conduct in-depth interviews with important stakeholders of the selected case. Case study report should include the topic discussed in the weekly class discussions.

Research paper

The research paper is required to include introduction, a thorough but brief literature review, research questions or hypotheses, methods (including data collection and analysis procedure), findings, research and managerial implications, and a reference list. The research paper is expected to be about 10 pages in length (excluding references). The paper should be prepared as though it is for submission to one of the leading journals in the product management, branding, or marketing areas.

Oral presentation (14th week)

Each student is required to give a 15-minute oral presentation of his/her case study during the 14th week of class.

Hands-on Project – An Extension of Case Study (Group Project)

Based on the case studies, students can work in groups and choose a case among the cases studied by all group members and to come up with a branding and marketing strategy for that case. Each group will be required to discuss ideas with the brand owner during the process. Therefore, make sure you select a case that is willing to collaborate with you and has a considerable level of flexibility in adopting your ideas.

Final presentation

Each group is required to give a 30-minute oral presentation of the group’s proposal on branding and marketing solutions for their case.

Text Book References


READING LIST & TENTATIVE SCHEDULES: Topics and readings may change.

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<th>Week</th>
<th>Topic &amp; Readings</th>
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<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>Introduction &amp; Organization</td>
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<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>No Class</td>
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| 3<sup>rd</sup> | **Understanding Brand Equity, Brand Awareness, and Familiarity**  
| 4<sup>th</sup> | **Managing Brand Image & Brand Positioning**  
| 5<sup>th</sup> | **Choosing the Right Brand Elements**  
| 6<sup>th</sup> | **Product Design & Brand Perception**  
| 7<sup>th</sup> | No Class |
| 8<sup>th</sup> | **Brand Style & Brand Marketing**  
| 9<sup>th</sup> | Interview Protocol Discussion |
| 10<sup>th</sup> | **Package Design & Brand Impression**  
| 11<sup>th</sup> | **Integrated Marketing Communications for Brand**  
| 12<sup>th</sup> | **Emotional Branding**  
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<th>13th</th>
<th><strong>Brand Extensions</strong></th>
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| 14th | **Oral presentation of case study** |

| 15th | **Branding and marketing proposal for your case** |

| 16th | **Progress report (after discussion with brand owner)** |

| 17th | **Visualization and/or production of your proposed solution** |

| 18th | **Final Presentation** |

| 19th | **Term paper due** |