





## Course Synopsis

This module examines the principles and practices of brand strategy, focusing on long-term brand positioning and equity management. It explores how companies create and sustain strong brands through differentiation, strategic positioning, and effective brand architecture.

Students will analyze corporate branding versus product branding approaches, assess brand equity models, and examine case studies of brand successes and failures. The module also covers market-driven branding strategies, competitive brand positioning, and methods for maintaining brand relevance in dynamic industries.

Through applied research and strategic analysis, students will develop actionable brand strategies that drive growth and customer loyalty.

## Learning Outcome

Upon successful completion of this module, students will be able to analyze and implement strategic brand positioning frameworks to establish competitive differentiation. They will develop expertise in managing brand equity, understanding consumer perception, and aligning brand strategy with business objectives.

Students will also learn how to structure brand architecture, distinguishing between corporate and product branding approaches. By evaluating case studies of global brands, they will gain insights into best practices and common pitfalls in brand strategy.

Through a research-based project, they will apply theoretical knowledge to assess and optimize the brand strategy of a selected corporation or industry.

## Course Topics

- Brand differentiation, equity management, and strategic positioning
- Brand architecture: corporate branding vs. product branding
- Case studies of successful and failed brand strategies
- Brand strategy assessment of a selected corporation or industry