### Objectives

### To understand key issues in planning and evaluating brand strategies.

### • To understand the role of integrated marketing activities in building brand equity

### Methods of assessment

|  |  |
| --- | --- |
| **Assessment type** | **% of formal assessment** |
| First exam | 30% |
| Group project | 15% |
| Class activities | 5% |
| Final exam | 50% |
| Total | 100% |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Date** | **Day** |  |
| Week 1 | 31 | Sun |  |
| 1/2 |  |  |
| 2 | Tue | Introduction |
| 3 |  |  |
| 4 | The | Ch2 |
| 5 | Frid |  |
| 6 | Sat |  |
| Week 2 | 7 | Sun | Ch2 |
| 8 |  |  |
| 9 | Tue | Ch2 |
| 10 |  |  |
| 11 | The | Ch3 (pages 128-137 are excluded) |
| 12 | Frid |  |
| 13 | Sat |  |
| Week 3 | 14 | Sun | Ch3 |
| 15 |  |  |
| 16 | Tue | Ch3 |
| 17 |  |  |
| 18 | The | Ch3 |
| 19 | Frid |  |
| 20 | Sat |  |
| Week 4 | 21 | Sun | Ch3 |
| 22 |  |  |
| 23 | Tue | Ch3 |
| 24 |  |  |
| 25 | The | Ch4 |
| 26 | Frid |  |
| 27 | Sat |  |
| Week 5 | 28 | Sun | Ch4 |
| 29 |  |  |
| 1/3 | Tue | Ch4 |
| 2 |  |  |
| 3 | The | Ch5 |
| 4 | Frid |  |
| 5 | Sat |  |
| Week 6 | 6 | Sun | Ch5 |
| 7 |  |  |
| 8 | Tue | Ch5 |
| 9 |  |  |
| 10 | The | Ch6 (pages 239-252 are excluded) |
| 11 | Frid |  |
| 12 | Sat |  |
| Week 7 | 13 | Sun | Ch6 |
| 14 |  |  |
| 15 | Tue | Revision class |
| 16 |  |  |
| 17 | The | Midterm exam |
| 18 | Frid |  |
| 19 | Sat |  |
| Week 8 | 20 | Sun | Ch7 (pages275-278 are excluded) |
| 21 |  |  |
| 22 | Tue | Ch7 |
| 23 |  |  |
| 24 | The | Ch7 |
|  | 25 | Fri |  |
|  | 26 | Sat |  |
| Week 9 | 27 | Sun | Ch11(pages 408-422 are excluded) |
| 28 |  |  |
| 29 | Tue | Ch11 |
| 30 |  |  |
| 31 | The | Returning exam papers |
| 1/4 | Frid |  |
| 2 | Sat |  |
| Week 10 | 3 | Sun | Ch11 |
| 4 |  |  |
| 5 | Tue | Ch12 (pages 459-471 are excluded) |
| 6 |  |  |
| 7 | The | Ch12 |
| 8 | Frid |  |
| 9 | Sat |  |
| Week 11 | 10 | Sun | Ch12 |
| 11 |  |  |
| 12 | Tue | Ch8 (pages300-314 are excluded) |
| 13 |  |  |
| 14 | The | Ch8 |
| 15 | Frid |  |
| 16 | Sat |  |
| Week 12 | 17 | Sun | Ch8 |
| 18 |  |  |
| 19 | Tue |  |
| 20 |  |  |
| 21 | The | Project delivery date |
| 22 | Frid |  |
| 23 | Sat |  |
| Week 13 | 24 | Sun | Presentation |
| 25 |  |  |
| 26 | Tue | Presentation |
| 27 |  |  |
| 28 | The | Presentation |
| 29 | Frid |  |
| 30 | Sat |  |
| Week 14 | 1/5 | Sun | Independence day |
| 2 |  |  |
| 3 | Tue | Presentation |
| 4 |  |  |
| 5 | The | presentation |
| 6 | Fri |  |
| 7 | Sat |  |
| Week 15 | 8 | Sun | Revision class |
| 9 |  |  |