



UNIVERSITI TEKNOLOGI MARA

GDA625: BRAND ARCHITECTURE IN ADVERTISING

Course Name (English)	BRAND ARCHITECTURE IN ADVERTISING APPROVED
Course Code	GDA625
MQF Credit	3
Course Description	This course is designed to provide a thorough knowledge of Brand Architecture. Collectively, this course focus on establishing the key foundations of branding and how to convey the complexity and significance of the long-term brand understanding the brand value proposition, brand personality, brand positioning, and brand task of brand maintenance, relationships and the distinction between brand image and identity. Students are presented with an overview of how brands are developed, brand research, and how companies develop brand management structures for advertising, and promotional purposes. The students will have an understanding many ways of strategizing, planning and evaluating brand strategies for the purpose of improved long-term profitability of brandings. Case studies of local and international firms will be conducted to further enhance the students understanding conceptually.
Transferable Skills	Demonstrate the ability to dream, imagine and visualize. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Demonstrations, Case Study, Practical Classes, Tutorial, Discussion, Journal/Article Critique
CLO	CLO1 Analyse knowledge of brand architecture in, advertising and integrated brand communications. CLO2 Practice on how brands architecture are developed from brand research. CLO3 Demonstrate the understanding of brand architecture in advertising field.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Brand Architecture (Achieving Clarity, Synergy, and Leverage)Multi- 1.1) • A conceptual model for the creation of inclusive brand architecture 1.2) • Designing The Architecture – Endorsers And Subbrans 1.3) • Brand architecture: building brand portfolio value 1.4) (Brand awareness, Brand identity, Brand loyalty, Brand names, Brand valuation,Portfolio planning, Value) 1.5) • Extending the Range of a Brand	
2. 2. Brand identity and positioning 2.1) • Advertising the Brand 2.2) • Digital Advertising ad Promotional Design 2.3) • Function of Branding 2.4) • Appreciating the Power of Branding	
3. 3. Brand Constructs 3.1) • Strategic Advantages 3.2) • Defining a Construct 3.3) • Delivering the Brand Promise 3.4) • Branding Construct Approaches 3.5) • Case Studies in Corporate Branding Success : Sombonia / Bonia	

<p>4. 4. Brand Essence 4.1) • Condensed aspects of a brand in a central core conception 4.2) • Criteria for Brand Essence (Unique, Intangible, Single-Minded, Experiential, 4.3) Meaningful, Consistently delivered, Authentic, Sustainable, Scalable)</p>
<p>5. 5. Brand Experience 5.1) • What is a Brand Experience? 5.2) • Who Creates Brand Experience? 5.3) • Case Study : Proton</p>
<p>6. 6. Brand Signature 6.1) • Brandname, logo & taqline</p>
<p>7. 7. Brand Identity (Clarifying And Elaborating the Brand Identity) 7.1) • Defining Brand Personality 7.2) • Visual Metaphor Development</p>
<p>8. 8. Branding and Consumer Behavior 8.1) • Strategically driven brands that connect your passion to consumer desires</p>
<p>9. 9. Brands and Corporations 9.1) n/a</p>
<p>10. 10. The Advertising Agency and Branding 10.1) n/a</p>
<p>11. 11. Creating and sustaining brand equity 11.1) • Launching the brand 11.2) • Growing the Brand 11.3) • Sustaining a brand long term 11.4) • Brand and products: identity and change 11.5) • Growth through brand extensions</p>
<p>12. 12. Behind the Brand 12.1) n/a</p>
<p>13. 13. Behind the Brand 13.1) n/a</p>
<p>14. 14. Final Assessment 14.1) Students Presentation 14.2) (Visual & Verbal)</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Produce report writing that analyze and evaluate the chosen product or service.	20%	CLO2
	Assignment	Demonstrate advanced research skills. Explore the relationship of brand development to product / service	60%	CLO3
	Individual Project	Create a new identity for a chosen company (example Petronas) . It should be based on a new market segment and make appropriate modifications to the product or service.	20%	CLO1

Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources