


**Form:  
Course Syllabus**

<b>Form Number</b>	EXC-01-02-02A
<b>Issue Number and Date</b>	2/3/24/2022/2963 05/12/2022
<b>Number and Date of Revision or Modification</b>	2023/10/15
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<b>The Date of the Deans Council Approval Decision</b>	2024/1/23
<b>Number of Pages</b>	06

<b>1.</b>	<b>Course Title</b>	Brand management
<b>2.</b>	<b>Course Number</b>	1604316
<b>3.</b>	<b>Credit Hours (Theory, Practical)</b>	3
	<b>Contact Hours (Theory, Practical)</b>	3
<b>4.</b>	<b>Prerequisites/ Corequisites</b>	-
<b>5.</b>	<b>Program Title</b>	BA in Marketing
<b>6.</b>	<b>Program Code</b>	04
<b>7.</b>	<b>School/ Center</b>	Business school
<b>8.</b>	<b>Department</b>	Marketing
<b>9.</b>	<b>Course Level</b>	3
<b>10.</b>	<b>Year of Study and Semester (s)</b>	1 <sup>st</sup> semester 2025-2026
<b>11.</b>	<b>Program Degree</b>	BA
<b>12.</b>	<b>Other Department(s) Involved in Teaching the Course</b>	-
<b>13.</b>	<b>Learning Language</b>	English
<b>14.</b>	<b>Learning Types</b>	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
<b>15.</b>	<b>Online Platforms(s)</b>	<input type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams
<b>16</b>	<b>Issuing Date</b>	
<b>17.</b>	<b>Revision Date</b>	

**18. Course Coordinator:**

Name: Dr .Doa'a Hajawi	Contact hours: Sun-Tues : 11:30-12:30
	Mon-Wed: 2:30-3:30
Office number: building 4- 2 <sup>nd</sup> floor	Phone number:
Email: d.hajawi@ju.edu.jo	



#### 19. Other Instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

#### 20. Course Description:

Building and effectively maintaining brand equity is among the top priorities of high performing companies. Effective brand-building and brand management drives superior financial results, consumer loyalty and competitive insulation. This course provides students with insights into how profitable brand strategies can be created and the implications for brand management professionals. The class blends marketing theory and practice to provide perspective on corporate marketing and the brand management function.

#### 21. Program Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

1. To have an adequate knowledge of marketing principles in general and principles related to branding and brand management
2. To acquire theoretical and practical branding knowledge and the ability to solve marketing problems
3. Acquiring the ability to Possess and to conduct a scientific marketing research and to find relationships between marketing variables that affect managing brands
4. Acquiring the ability to employ marketing skills and to organize work in groups to accomplish marketing projects
5. Acquiring the ability to connect different marketing concepts and to employ them in branding and brand management



PLO's		*National Qualifications Framework Descriptors*		
		Competency (C)	Skills (B)	Knowledge (A)
1.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

**22. Course Intended Learning Outcomes:** (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	X	X					
2.				X			
3.					X		
4.			X				
5.				X		X	

**23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:**

PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1	X							
2				X				
3		X						
4					X			



5					X			
6			X					
7				X				
8		X						

\*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

\*\*Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

#### 24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	CH1: Brands and Brand Management		F to F	Teams			Text book
	1.2	CH1: Brands and Brand Management		F to F	Teams			Text book
	1.3	CH1: Brands and Brand Management		F to F	Teams			Text book
2	2.1	CH2: Customer-Based Brand Equity &Brand Positioning		F to F	Teams			Text book
	2.2	CH2: Customer-Based Brand Equity &Brand Positioning		F to F	Teams			Text book
	2.3	CH2: Customer-Based Brand Equity &Brand Positioning		F to F	Teams			Text book
3	3.1	CH3: Brand Resonance and brand value chain		F to F	Teams			Text book



	3.2	CH3: Brand Resonance and brand value chain		F to F	Teams			Text book
	3.3	CH3: Brand Resonance and brand value chain		F to F	Teams			Text book
4	4.1	CH3: Brand Resonance and brand value chain		F to F	Teams			Text book
	4.2	CH3: Brand Resonance and brand value chain		F to F	Teams			Text book
	4.3	CH3: Brand Resonance and brand value chain		F to F	Teams			Text book
	<b>Mid-Term Exam</b>				Teams			Text book
5	5.1	CH4: Choosing Brand Elements to Build Brand Equity		F to F	Teams			Text book
	5.2	CH4: Choosing Brand Elements to Build Brand Equity		F to F	Teams			Text book
	5.3	CH4: Choosing Brand Elements to Build Brand Equity		F to F	Teams			Text book
6	6.1	CH5: Designing Marketing Programs to Build Brand Equity		F to F	Teams			Text book
	6.2	CH5: Designing Marketing Programs to Build Brand Equity		F to F	Teams			Text book
	6.3	CH5: Designing Marketing Programs to Build Brand Equity		F to F	Teams			Text book
7	7.1	CH6: Integrating Marketing Communications to Build Brand Equity		F to F	Teams			Text book
	7.2	CH6: Integrating Marketing Communications to Build Brand Equity		F to F	Teams			Text book
	7.3	CH6: Integrating Marketing Communications to Build Brand Equity		F to F	Teams			Text book



8	8.1	CH7: Branding in the Digital Era		F to F	Teams		Text book
	8.2	CH7: Branding in the Digital Era		F to F	Teams		Text book
	8.3	CH7: Branding in the Digital Era		F to F	Teams		Text book
9	9.1	CH8: Leveraging Secondary Brand Associations to Build Brand Equity		F to F	Teams		Text book
	9.2	CH8: Leveraging Secondary Brand Associations to Build Brand Equity		F to F	Teams		Text book
	9.3	CH8: Leveraging Secondary Brand Associations to Build Brand Equity		F to F	Teams		Text book
10	10.1	CH9: Developing a Brand Equity Measurement and Management System		F to F	Teams		Text book
	10.2	CH9: Developing a Brand Equity Measurement and Management System		F to F	Teams		Text book
	10.3	CH9: Developing a Brand Equity Measurement and Management System		F to F	Teams		Text book
11	11.1	Project presentation		F to F			
	11.2	Project presentation		F to F			
12	12.1	Project presentation		F to F			
	12.2	Project presentation		F to F			
13	13.1	Project presentation		F to F			
	13.2	Project presentation		F to F			
14	14.1	Project presentation		F to F			
	14.2	Project presentation		F to F			
15	15.1	Project presentation		F to F			
	15.2	Project presentation		F to F			

## 25. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:



Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
<b>First Exam</b>	<b>30</b>	X	X	X			
Second Exam –If any	NA						
<b>Final Exam</b>	<b>40</b>	X	X	X	X	X	X
<b>**Class work</b>	<b>10</b>	X	X	X	X	X	X
<b>Projects/reports</b>	<b>10</b>	X	X	X	X	X	X
Research working papers	NA						
Field visits	NA						
Practical and clinical	NA						
Performance Completion file	NA						
<b>Presentation/exhibition</b>	<b>10</b>						
Any other approved works	NA						
<b>Total 100%</b>	<b>100%</b>	X	X	X	X	X	X

\* According to the instructions for granting a Bachelor's degree.

\*\*According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

#### Mid-term exam specifications table\*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
2	10	8	4	2	4	3	30	3	10%	1

#### Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
5	5	10	5	5	10	4	40			1



## 26. Course Requirements:

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform...etc.):

## 27. Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

## 28. References:

A- Required book(s), assigned reading and audio-visuals:

**Strategic Brand Management – Building, Measuring, and Managing Brand Equity (5th Edition)**

**ISBN-13: 9780134892498**

**ISBN-10: 0134892496**

**Authors: Kevin Lane Keller**

**Publisher: Pearson**

B- Recommended books, materials, and media:

To be assigned during the class

## 29. Additional information:



Name of the Instructor or the Course  
Coordinator:  
.....

Signature:  
... Dr.Doa'a Hajawi  
.....

Date:  
...1/10/2025.....

Name of the Head of Quality Assurance  
Committee/ Department  
.....

Signature:  
... Dr.Doa'a Hajawi  
.....

Date:  
...1/10/2025.....

Name of the Head of Department  
.....

Signature:  
.....

Date:  
.....

Name of the Head of Quality Assurance  
Committee/ School or Center  
.....

Signature:  
.....

Date:  
.....

Name of the Dean or the Director  
.....

Signature:  
.....

Date:  
.....