



Hong Kong University of Science and Technology

MARK4290F Brand Activism in Strategic Marketing  
Fall 2021

All students must read this document carefully. Always consult it before asking questions about the course.

A. GENERAL INFORMATION		
Instructor:	Prof. Coral PUIG	
	Office: LSK4016D	Email: coralpuig@ust.hk
	Office Hours: by appointment	
Teaching Assistant:	Jasmine LEUNG	mkjasmine@ust.hk
Course webpage:	<a href="https://canvas.ust.hk/">https://canvas.ust.hk/</a> Log into the course website with your ITSC account	
Lecture Venue	LSK 1003	Mo: 15:00PM – 16:20PM Fri: 10:30AM – 11:50AM

**B. COURSE DESCRIPTION & LEARNING OBJECTIVES & COURSE OUTCOMES**

**COURSE DESCRIPTION & LEARNING OBJECTIVES**

This course is designed for current and future Marketing Directors and Responsible Leaders who seek to strategically navigate rapidly evolving business environments, where brands (and their consumers) are increasingly attuned to Businesses and Brands that promise to add value through social engagement (i.e., social added-value), and where content creation becomes the driving force of brand preferences. These trends are ushering in an era of Brand Activism.

The main learning objective of this course is to provide students with the requisite knowledge - mostly strategically but also some tactics examples - and empirical tools to support the creation and implementation of social-added value marketing approaches and business models – mainly those that have a direct impact on the core values of brands and even Business Models, and with an special focus on Brand Activism in Strategic Marketing.

We will cover a progression of social added-value approaches, from marketing-focused Corporate Social Responsibility Programs, to Cause Marketing Campaigns, to Activist Business and Marketing Strategies. We will explore the dimensions underlying value-based marketing of brands, and purpose-led marketing of corporations, in order to analyze and develop marketing and organizational strategies that deliver mutual benefits for business and society. Students will learn when (and how) a brand can (and should) rely on social-added value marketing to create short-term or long-term impact in consumer and business markets. Students will further learn how firms can complement traditional, firm-centric metrics of brand performance with emerging, consumer-centric metrics, including Emotional Loyalty and Share of Heart.

Brand Activism in Strategic Marketing builds on marketing management, market research, consumer behavior, and marketing strategy courses and its focus is on social-added value branding.

Given the strategic focus of this course, less attention will be paid to the implementation of the traditional 4Ps. Students will instead apply the S.A.V.E. framework – an alternative to the 4P's. Translating the 4P's into S.A.V.E., Product becomes Solution, Place becomes Access, Price becomes Value, and Promotion becomes Education. We will place businesses' capabilities at the service of offering solutions to consumers' social and environmental concerns, and place consumers' needs and wants at the center of the Marketing Strategy and Marketing Plan.

This is a practical course that will deliver content through a combination of case analysis and “war rooms” (role playing in teams). War-rooms are commonly used in Marketing Departments for the rapid generation of both strategy (STP, innovation and business development) and implementation/tactics (communications, PR, media buying and advertising agencies).

Areas of study include Green Washing, Cause Marketing, Sense-of-mission Marketing, Corporate Social Responsibility (from Marketing perspective) and Brand Activism.

## **COURSE OUTCOMES**

### Theory

- Understand the Activist Economy as an evolution of the Experience Economy concept and potential: consumers are 'voting with their wallets'.
- Be able to boost consumer's trust as a previous step for brand social purpose-led marketing strategies
- Understand terms and trends in “Purpose-led” Marketing and Brand Activism.
- Take business decisions using the SAVE strategic framework
- Be able to use a Social SWOT; Comparative and Competitive analyses to make recommendations for strategy development based on consumers' Social, Environmental or Economic concerns (using Sustainable Development Goals from United Nations)
- Emotional loyalty and the role of Brand Activism and Social Purpose-led business strategies: Consumers are constantly looking for new emotional connections and we need to find shared values, shared beliefs and shared attitudes, to help them through the millions of decisions they take during our lives.

### War-rooms

- Be able to detect Market Opportunities from news and real time social insights, from actual Consumer's concerns regarding mindful/responsible consumption and use new metrics such as consumer loyalty and share of heart.
- In-depth applied understanding of how consumers' trust has shifted in recent years and their expectations towards Brands' and Companies' responsibility have increased significantly. The
- Learn how marketing principles can be applied to use the trust shift not only as a business opportunity but also as a disruption an innovation technique.
- Understand how the Activist Economy affects and impacts current and new Business models, Startups and Social Entrepreneurs
- Develop and present a go-to-market plan that delivers consumers the chance to make a stance about any social/environmental issue.

**C. MATERIALS**

1. Extracts from "Brand Activism: From Purpose to Action (Philip Kotler, 2018)
2. The New York Time, SCMP, The Guardian, Al-Jazeera, Kim Kardashian posts, Jack Ma tweets...we will need to read news and memes, follow the pop culture trends and movements in real time, before, during and after class
3. Edelman Trust Barometer (2021) and Davos Manifesto (2020)
4. HBR articles, Forbes interviews and WEF video reports
5. Lecture notes will be available on the course's website before or after the lecture as well as the reading material for every week.
6. Videos and articles relevant to the class content, shared or shown in class by students.

**D. COURSEWORK & ASSESSMENT**

This course is primarily delivered through interactive lecture-discussion sessions.

War-rooms are expected to be prepared as if they were real. Readings and team meetings prior to class will be mandatory half of the week.

You are expected to raise questions / ideas/ concerns/ answers/ comments / different point of views to the class.

Case analyses and debates are conducted to provide illustrations and applications of topics discussed in class, and to provide an opportunity to develop and improve the students' analytical and presentation skills.

Coursework	Weighting (%)
Class Participation <sup>1,2,3,4</sup> <ol style="list-style-type: none"> <li>1. In-class participation – 7.5%</li> <li>2. 1 topic essay – 10%</li> <li>3. In-class activity – 7.5%</li> </ol>	25
Research credit	2
Group Project & Presentation	45
Peer Evaluation	18
Quiz	15

1. Students are expected to attend every class and be on time. Attendance will contribute to your participation grade. Learning in this class depends heavily in your willingness to expose your insights and points of view to the rest of the group. You are expected to read assigned materials, watch the videos, make questions and contribute to class discussions. I may call on students to volunteer their point of view or do role playing to encourage debates. Never be afraid to express your opinions. Remember there are often no right or wrong answers. I know good answers and ideas in marketing and business management are usually discovered via collaboration and teamwork.
2. Participation in discussions & etiquette (e.g. be punctual, no talking, no phones). Please, use a paper with your full English name in front of you during class.
3. Activities related to lectures/videos. Attend your assigned section to receive credit!
4. Any student who participates 10 times or more in different lectures before the semester is over can get 100% of the in-class participation. To participate more than 2 times in the same lecture does not increase the grade but it is a bonus for students' learning process. Students' participation will be tracked by writing down students'

5. One essays will be 40% of your in-class participation grade, the essay will be due on **November 1st at 6pm**,. Essays should be no more than 250 words, should include your student's name and ID number, and the word count. Missing any of this information will be considered as a non-submitted. Essays should be about your own experience, your opinion, your view, your questions or comments, on anything we cover in class, from the learnings, the in-class debates, the videos we watch, the cases, or anything related that is in the news or you find in internet.

**MARK4290F CLASS SCHEDULE**

Day	Date	Topic	Assignment Due / Pre-Reading
Fri	Sep 3	Course Introduction Intro to trust and its implications in branding	Course Event Description and Schedule
Mon	Sep 6	The Decline in Trust I (global) and its implications for Marketing Managers	<a href="https://www.edelman.com/trust-barometer">https://www.edelman.com/trust-barometer</a> <a href="http://www.marketingjournal.org/finally-brand-activism-philip-kotler-and-christian-sarkar/">http://www.marketingjournal.org/finally-brand-activism-philip-kotler-and-christian-sarkar/</a> Chapter 3 extract from "Brand Activism: From Purpose to Action" (available in Canvas)
Fri	Sep 10	Where did all began: Branding	<a href="https://www.businessnewsdaily.com/10946-greenwashing.html">https://www.businessnewsdaily.com/10946-greenwashing.html</a> <a href="https://www.levistrauss.com/2019/03/25/world-water-day-2019-saving-h2o/">https://www.levistrauss.com/2019/03/25/world-water-day-2019-saving-h2o/</a>
Mon	Sep 13	Brand shaming , Boycotting and Boycotting	<a href="https://fortune.com/2018/09/04/levi-strauss-gun-violence-parkland/">https://fortune.com/2018/09/04/levi-strauss-gun-violence-parkland/</a>
Fri	Sep 17	Brand Activism Cases: from Puma in 1968 to the Palace Museum in Beijing 2019	<a href="https://ssir.org/articles/entry/leading_with_purpose_the_new_business_norm">https://ssir.org/articles/entry/leading_with_purpose_the_new_business_norm</a>
Mon	Sep 20	Social Entrepreneurs and being in the business of making the world a better place: the nests of Brand Activism	
Fri	Sep 24	War-room: How to design a Purpose-led / Social purpose-led Business Strategy	<a href="http://www.activistbrands.com/a-critique-of-purpose/">http://www.activistbrands.com/a-critique-of-purpose/</a> <a href="https://www.scmp.com/lifestyle/fashion-beauty/article/3031932/vans-sneakers-pulled-sale-hong-kong-after-protest-themed">https://www.scmp.com/lifestyle/fashion-beauty/article/3031932/vans-sneakers-pulled-sale-hong-kong-after-protest-themed</a>
Mon	Sep 27	War-room: turn your favorite brand into an Environmental Brand Activism business model (assistance mandatory)	<a href="http://www.marketingjournal.org/the-regressive-brand-the-dark-side-of-brand-activism-philip-kotler-and-christian-sarkar/">http://www.marketingjournal.org/the-regressive-brand-the-dark-side-of-brand-activism-philip-kotler-and-christian-sarkar/</a> <a href="https://www.patagonia.com/home/">https://www.patagonia.com/home/</a>
Fri	Oct 1	<b>Public Holiday</b>	
Mon	Oct 4	Intro to purpose led strategy design Part 2	
Fri	Oct 8	Branding in a post-pandemic world	
Mon	Oct 11	The 7 pillars of trust building	
Fri	Oct 15	Guest lecture: David Yeung from Green Monday (TBC)	
Mon	Oct 18	Brand activism in fashion, food and social media industries	

Fri	Oct 22	Project time: time in class to work in the projects	
Mon	Oct 25	Brand activism and implementation of the strategy: tactics	
Fri	Oct 28	Brand activism and innovation/disruption	
Mon	Nov 1	War-room turn your favorite brand into a gender equality brand activist business model. In-class activity per teams. Assistance mandatory	Essay due on Nov 1 6pm
Fri	Nov 5	TBC	
Mon	Nov 8	TBC	
Fri	Nov 12	TBC	
Mon	Nov 15	Group presentation	
Fri	Nov 19	Group presentation	
Mon	Nov 22	Group presentation	
Fri	Nov 26	Course wrap up	
Mon	Nov 29	Quiz	