



COURSE OUTLINE

MK 312 Brand Management

Semester 1/2020 (August 10 - November 28)

Session Day and Time: Mondays, 13:00-16:00 hrs.

Room: 101, Ground Floor, Faculty of Economics

Course Instructor: Aj. Suwalya Khemvaraporn

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Course Objectives:

By understanding the concept of brand equity, marketers can gain valuable perspective that will allow them to interpret effectiveness and tradeoffs for various strategies and tactics. The Strategic Brand Management course will provide students the tools necessary to segment the market and eventually to well understand the behavioral insights of the target audience. From such target customer perspectives, students will learn how to develop competitive brand positioning and design the brand concept, identity and image. Students also learn how to construct brand associations and brand elements well designed to communicate brand positioning with target customers. This course will combine the most current brand management theory with practical applications, covering such topics as creating brand equity and positioning, measuring brand equity, using brand equity to expand a business, understanding the functions of brand management to deliver sustained consumer and customer value and brand loyalty, as well as practical management of strategic planning, product management, consumer research decision tools and evaluating of marketing mix elements.

Prerequisite: MK 311

Required Text:

Strategic Brand Management by Kevin Lane Keller

Supplementary Reading:

All marketing and branding news from all sources, particularly on the Internet.

Assessment:

Midterm Exam 20% (September 28, 2020)

Final Exam 30% (December 13, 2020)

Project Term Paper & Presentation 30%

Note: The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the term session via project mini presentations. The final presentation of approximately 20 mins. will take place on the last day of class. The booklet will be due on the day of the final Exam.

Individual Reading and Assignments 10%

Note: Individual Reading and assignments (both individual and group) are submitted and monitored from online date retrieved from the Smart Book which on first day of class all students are required to attend the Smart Book Application Training and registration.

Class Participation and Attendance 10%

Note: Participation includes attendance, discussions, mini presentations and assignments. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues.

Student Responsibility:

- Student is expected to do the reading of the chapter in the text book to enhance understanding after lessons covered by the instructor.
- Every class assignment needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- Important notice: Attendance is very important, therefore 3 lates equals 1 absent and 4 absents you are not allowed to take the final exam.
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Academic Honesty:

You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course: "F" and suspension from the university.

Class Schedule:

Week	Date	Topic	Activities
		CREATING BRAND VALUE	
1	August 10	Course Introduction Group Formation Group Discussion - Learning from Experience: Favorite Brand Discussion	In-Class Activities 5 mins. presentation

2	August 17	Introduction to Brand Management • Concept • Branding Definition • Process of Brand Management	Group Assignment
3	August 24	Market segmentation analysis: a strategic market focus Segmentations: Distinguish customers into different segment Targeting: Decision matrix to select the target Market segmentation analysis: a strategic market focus Segmentations: Distinguish customers into different segment Targeting: Decision matrix to select the target	Group Assignment
4	August 31	STP Workshop & Consultation	In class workshop
5	September 7	Customer insights: Tools and techniques to even get better and deeper understand customers	In class focus group simulation
6	September 14	Competitive analysis: • Identify competitors and substitutes • Their target customers • Their positioning and customer value • Product offerings and benefits	Group Assignment
7	September 21	Presentation 1: Brand analysis Analyze the selected brand covering its market and industry, target market and competitors/substitutes	Mini- Presentation I
	Monday, September 28	MIDTERM EXAMINATION	1:00-3:00 pm
		DESIGNING BRAND POSITIONINGS AND VALUES	
8	October 5	Brand Equity Define Brand Equity Sources of Brand Equity: • Awareness and Image • Brand Personality • Pyramid of Brand Equity	Group Assignment
9	October 12	Brand Equity (continued)	Sharing and Consultation Session
10	October 19	Presentation II: Brand Image: Select the brand you like • Identify its target market • Determine its positioning • Analyze its image (what if it becomes a person) • Identify its brand elements and associations • Further improvement & recommendation for future direction	Mini -Presentation II
11	October 26	Differentiation Strategies and Guideline for Leveraging the Secondary Resources Framework for designing the Differentiated Position: Category POP, Competitive POP and POD	Group Assignment
12	November 2	Brand & Product Concept • Customer's problem, opportunities & conceptual solution Target Markets, Competitive analysis, Positioning: Differentiation & Relevance	Group Assignment
		IMPLEMENTING BRANDING STRATEGIES	
13	November 9	Designing and Implementing Brand Strategies • Understand the brand portfolio: why do we have to construct the brand portfolio?	
14	November 16	Brand Extension and Sustainability • Market growth matrix to grow the corporate	

		• Introduce the brand extension	
15	November 23	Final Project Presentation	Final presentation
	Sunday, December 13	FINAL EXAMINATION	9:00 am-12:00 pm



ACADEMIC CALENDAR 2020

SEMESTER 1/2020

Event	Semester 1 (August - December 2020)
Pre-Registration period (BE Portal)	July 13 - 15, 2020
Course Registration (Reg TU)	July 28 - 31, 2020
Payment	July 28 - August 3, 2020
Classes Begin	August 10, 2020
<i>H.M. Queen Sirikit The Queen Mother's Birthday*</i>	<i>August 12, 2020</i>
Adding and Dropping Courses W/O Record	August 10 - 23, 2020
Payment	August 10 - 24, 2020
Mid-term Examination Period	September 28 - October 3, 2020
Course Withdrawal With "W"	October 12 - November 15, 2020
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day *</i>	<i>October 13, 2020</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2020</i>
Last Day of Classes	November 28, 2020
Final Examination Period	November 30 - December 16, 2020
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2020</i>
<i>Substitution for H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 7, 2020</i>
<i>Constitution Day*</i>	<i>December 10, 2020</i>

* Public Holiday, No Classes during this period