# COURSE OUTLINE

## MK 312 Brand Management

**Semester :** Semester 1/2020

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

**Course Instructor** Ajarn 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.

**Required Text:**

Strategic Brand Management by Kevin Lane Keller

**Supplementary Reading:**

All retail news from all sources, particularly on the Internet.

**Assessment:**

Midterm Exam 20%

Final Exam 30%

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 summer 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 Assignment (Smart Book) 10%

*Note: Individual LS 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 Smart Book to enhance understanding after lessons covered by the instructor.
- Every class assignment needs to be turned in on time in the Smart Book. 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.

**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.

Tentative Course Outline (subject to change)

| Week | Topic | Activities |
|---|---|---|
| 1 | Course Introduction<br>Group Formation | Branding Activities<br>Group Assignment |
| 2 | Introduction to Brand Management<br>• Concept Branding Definition<br>• Process of Brand Management | Group Assignment |
| 3 | Market segmentation analysis: a strategic market focus<br><br>Segmentations: Distinguish customers into different segment | |

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|---|---|---|
| | Targeting: Decision matrix to select the target Market segmentation analysis: a strategic market focus<br><br>Segmentations: Distinguish customers into different segment<br><br>Targeting: Decision matrix to select the target | |
| 4 | STP Workshop | In class workshop |
| 5 | Customer insights: Tools and techniques to even better and deeper understand customers<br><br>Customer insights: Tools and techniques to even better and deeper understand customers | In class research simulation |
| 6 | Competitive analysis:<br>• Identify competitors and substitutes<br>• Their target customers<br>• Their positioning and customer value<br>• Product offerings and benefits | Group Assignment |
| 7 | Brand analysis<br>Analyze the selected brand covering its market and industry, target market and competitors/substitutes | |
| | **MIDTERM EXAMINATION** | |
| 8 | Brand Equity<br>Define Brand Equity<br>Sources of Brand Equity:<br>• Awareness and Image<br>• Brand Personality<br>• Pyramid of Brand Equity | Group Assignment |
| | Brand Equity (continued) | Mini presentation |
| 9 | Brand Image | Group Assignment |
| 10 | Differentiation Strategies and Guideline for Leveraging the Secondary Resources<br><br>Framework for designing the Differentiated Position: Category POP, Competitive POP and POD | |
| 11 | Brand & Product Concept<br>• Customer's problem, opportunities &conceptual solution<br>Target Markets Competitive analysis Positioning: Differentiation & Relevance | Mini presentation |
| 12 | Designing and Implementing Brand Strategies<br>• Understand the brand portfolio: why do we have to construct the brand portfolio | |
| 13 | Brand Extension and Sustainability<br>• Market growth matrix to grow the corporate<br>• Introduce the brand extension | |
| 14 | Final Presentation I | Final presentation |
| 15 | Final Presentation II | Final presentation |
| | **FINAL EXAMINATION** | |