

Monday 18 june 2018

In the morning ajarn suwalya talking about marketing and brand strategies in CLMV. At first we start from the meaning of the brand such as brand is the combination of name, symbol, sign, logo and design which brand is not only the product but also human too. Then we learned about cross cultural and how important it is. The adaptation from doing business abroad is the key to success because every countries need and lifestyle is not the same so we need to adapt to reach our customers in different regions. The next issue that the lecturer talking is brand activation. Brand activation is to brings brands to life and encourages positive participation. So basically, it is to raise brand awareness and make good brand image to the brand. For example, coke campaign that give the coke with the name on a can is the most successful campaign in the world and made customers involve with the brand. There is also another campaign that successful which is axe and snoopy campaign. After that the last topic is about how to make the brand and divide into 4 steps. Firstly, segmentation and targeting is to define the group of our customers, Secondly, positioning is to make position of our brand in which point of the market we are in. Thirdly, communication via brand element is to build brand by build the brand element such as logo, name, location, url. Lastly, customer loyalty is to make brand activation to communicate with customers. Then ajarn suwalya split us in to group of 4 and let us build our own brand. We got the objective to build a brand about men lipstick. So we come up with the lipstick that name lip-rap which is the lipstick in the packaging of gold chain necklace and not that colourful but make the lip look more fresh. The favourite thing I loved in this class is the lecturer gave us the activity that we can think in the creativity ways to make the brand. For the afternoon session, the lecturer came from mahidol university and he is the specialist in logistic issue in CLMV. The lecturer taught us about the

difference between cross border trade and import export. The cross boarder can divide into three main ways which is by land, sea and air. Nowadays, logistic become easier because the progressive in technology. Logistic is not about only flow of products it could also be flow of capital and people too. He told us more about potential border city such as Mae Sai, Chiang sean and Chiang Khong will play as vital role in Thailand cross border logistic. Then the lecture told us about logistic in CLMV countries situation and the development plan of air transportation in Myanmar. He said that Myanmar now build the airport and aim to be air transportation hub of asia. The most thing that I like the most in afternoon session is the lecturer is always said to not to trust him and said that the statistic and thing change all the time so you need to keep updating. The economy and politic always change so if you want to successful and have a knowledge in this kind of stuff, you need to keep reading the news.

In short, today session made me use both creativity and logic to study in both brand management and logistic. Both of topics also related with each others and made me really interesting in investing abroad and inspire me to find more information in doing business abroad.

Tuesday, 19 June 2018

For the morning session, Ajarn Chayanee is the lecturer and talking about development economic. The lecturer start with the general fact such as GDP in last 2000 years. The information show that the GDP growth increasing overtime and tend to be more increasing. The graphs show the GDP and population growth and major event in technology history. Population tend to increasing more and more after the 2nd industrial revolution. Then the lecture show the economic growth in SEA and compared each other countries. So most of the lesson today is focusing on industry sector such as the growth of the country also relate with the industry sector. The lecturer also taught about middle income trap, process of industrialization, comparative advantage and picking winner in industry sector. The middle income trap is about nowadays Thailand couldn't lead to the high income country because we lack of knowledge and technology in industry sector and we also lose cost advantage in labour because our wage is tend to rise and other countries such as Myanmar and Cambodia wage is much lower than us. There is something that different in the lesson that I have learned from ee482 class which is in this class the lecturer said that for industry policy to be successful is should target sectors that conform to the economy comparative advantage but in ee482 class I have learned that the government shouldn't picking the winner but should focusing on the policy that improve every industry sector in general term more than focusing on which sector should be support because the government can also make wrong decision too. Then I learned more about role of FDI and how important FDI is to economic growth and industry sector. The last topic for today is about competitiveness and productivity.

In conclusion, today I have learned some aspect in industry economy that I haven't known before. The economic growth also link to the industry sector too and economic growth in each countries also depend on the comparative advantage in each countries. The main

lesson that I learned from today is all of the knowledge in economics is help to understand other area of studies.