



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

MK 316 Product and Brand Management

Semester: 1/2017 (August 15 – December 9, 2017)

Instructor: Assistant Professor Dr. Alisara Charinsarn

Office: Room 534, Thammasat Business School, Taprachan Campus

Office Hours: Tuesday 12.00-14.00 or as appointed

(setting appointment in advance)

Email: alisara@tbs.tu.ac.th

Class Schedule: Tuesday at 14.00 – 17.00 hrs.

Class Room: Room 204, Faculty of Economics

Intended Learning Outcomes: Morals and ethics, knowledge, cognitive skills, interpersonal skills and responsibility, numerical skills, communication and IT

Course description:

A study of concepts and theories related to product and brand management. Principal topics include product management policy and strategy, value-added brand management strategy, product and brand management in different stages of product life cycle, and causes and prevention of product and brand failure. Also discussed are topics concerning the formulation of other marketing strategies to complement product and brand strategy, brand competitiveness in the global market, impact of the government, and ethics in product and brand management.

Prerequisite: MK311

Course Objectives:

1. For students to understand the concept and principles in product and brand management.
2. For students to be able to apply the product and brand management knowledge.
3. To prepare students to be future brand managers and other related career.

Wk		Course Content	Reading References	
1	15 Aug	Course overview	- Lecture, class discussion, workshop - Material: Handout, Keller Ch.1	
2	22 Aug	Brand equity, Brand elements	- Lecture, class discussion, workshop - Material: Handout, Keller Ch.2, 4	
3	29 Aug	Brand positioning	- Lecture, class discussion, workshop - Material: Handout, Keller Ch.2	
4	5 Sep	Brand positioning (student group presentation)	Student presentation and Workshop	
5	12 Sep	New Product Development (NPD) process: From conceiving to launching a brand	- Lecture, class discussion, workshop - Material: Handout	
6	19 Sep	Marketing mix: Product, price	- Lecture, class discussion, workshop - Material: Handout, Keller Ch.5	
7	26 Sep	Marketing mix: Channel	- Lecture, class discussion, workshop - Material: Handout, Keller Ch.5	
8		Midterm Exam Week 2-7 October; No Midterm for this class		
9	10 Oct	Exploring consumer insight	- Lecture, class discussion, workshop - Material: Handout, Keller Ch.9	
10	17 Oct	Assignment Brief (due 14 Nov) - Background: Cultural difference - Example: International product and brand Management Connecting with Consumers - Consumer Signaling - Marketing mix (Cont.): Integrated Marketing Communications (IMC)	- Lecture, class discussion, workshop - Material: Handout, Keller Ch.6	
11	31 Oct	Brand clinic	Student presentation and Workshop	
12	7 Nov	Integrated Marketing Communications (IMC) (Cont.) Measuring consumer insight	- Lecture, class discussion, workshop - Material: Handout, Keller Ch.9	
13	14 Nov	International product and brand Management	- Student presentation - Lecture, class discussion, workshop - Material: Handout, Keller Ch.14	
14	21 Nov	Brand portfolio and extension	- Lecture, class discussion, workshop - Material: Handout, Keller Ch.11, 12	

15	28 Nov	Final presentation	• Student presentation
16		Final Exam Date: 17 December 2017	Time: 09.00-12.00 hrs.

Weekly Teaching Plan:

Learning Evaluation:

Evaluation Form	%
Final exam	40
Assignment and workshop	25
Term project	20
Attendance and participation	15

Reading List and References

Main Documents and Text Books

1. Handout
2. Strategic Brand Management: Building, Measuring, and Managing Brand Equity (Fourth edition) by Kevin Lane Keller Managing

Recommended Documents and Informations

1. www.adage.com
2. www.adweek.com.
3. www.adasiaonline.com
4. www.mediacentral.com.
5. www.adintrend.com
6. www.positioningmag.com
7. www.brandchannel.com

Regulations

- Students who has less than 80% attention of the total class time will not be allowed to take final examination.
- The lecturer expects each and every student to dedicate to your group work. It's also encouraged all group members to take turn to present.
- Students who has less than 80% attention will get lower assignment, workshop, and term project score (group work) less than other group members. The score received will be the proportion of contribution (average score evaluated by peer.)
- Students have to pay attention to class and all assignments from the beginning of the class. There will be no special assignment to those who has low group and/or group participation.

- For those who wish to withdraw, please observe the withdrawal period determined by the registrar.

Remarks:

- ◆ First semester begins August 15, 2017
 - ◆ Period of withdrawal without “W” August 15 - 28, 2017
 - ◆ **Mid-Term Examination Period** **October 2 - 7, 2017**
(Tuesday, October 3, 2017, 14.00 - 15.30 hrs.)
 - ◆ His Majesty the late King Bhumibol Adulyadej Memorial Day * October 13, 2017
 - ◆ Course withdrawal with “W” October 18 - 24, 2017
 - ◆ The royal cremation ceremonies of HM the late King Bhumibol Adulyadej * October 23 - 29, 2017
 - ◆ **Final Examination Period** **December 12 - 24, 2017**
(Sunday, December 17, 2017, 09.00 – 12.00 hrs.)
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