

## Product and Brand

### Assignment/Mini Workshop

- Will be assigned during the class throughout the course

### Workshop 1 (Due 5 Sep 2017)

Each group is to present and discuss

- Brief Background (Business, market, opportunity)
- Brand architecture
- Brand positioning statement
- Drafted brand elements
  
- Format due:
  1. Hardcopy (Maximum 6 slides)
  2. Written on the board

### Workshop 2 (due 17 Oct 2017)

- Revised key info from workshop 1
- Drafted marketing mix including product, packaging, logo, key brand element
- Points for consumer research
  - o To confirm
  - o To explore
  
- Format due:
  1. Hardcopy
  2. Power point presentation (Maximum 30 min presentation)

### Term project: The Brand Manager

- Market selected and Market opportunity
- Come up with the differentiated concept (new brand) and explain why consumers would want to buy your brand.
- Quick recap of
  - o Brand architecture
  - o Brand positioning statement
  - o Research findings and how you apply the findings on the marketing mix
  - o Marketing Mix
    - Logo, key brand element
    - Product, Packaging

- Integrating marketing mix: Price, Place, IMC, Secondary brand associations/  
Quality Signal
- Plan on how to measure and interpret brand performance
- Format due:
  1. Hardcopy
  2. Power point presentation (Maximum 30 min presentation)
  3. Zipped soft file sent by 10 pm the evening before

Remark:

- Class arrangement (content and assignment) could be modified as appropriate without advanced notice.