

# MK 312 BRAND MANAGEMENT by Aj.Suwalya

## Guidelines for Project Presentation and Booklet

Everything that you have learned since the beginning of the term is very relevant for Brand Managers. But in this class you have learned not to only become a marketer but it also prepares you to know what work exists in the field of marketing – especially the planning side and the later part, the marketing strategy action plan – research and agency people.

Your project grade is 30% of your final grade. The presentations from beginning of class is 15% and 15% will be remaining for your final presentation. The final presentation which is 15% will include the presentation and booklet.

### Part I: PRESENTATION (5/15 of your final project grade) due November 23, 2020

For your powerpoint presentation, each group will have only be 15 minutes to present with 5 mins Q&A. You can't go over time or points will be deducted. Everyone in the group is required to present on the last day of class. The presentation must include the Highlights of the following (excluding appendices):

1. Analysis of your brand which should include the Vision, Mission, SWOT, STP, 4Ps, Brand elements, competitor analysis, CBBE Model, Brand Persona and Customer Journey framework, Brand's Big Idea ( Lovemarks), etc.
2. Your strategy is to grow the brand.
3. IMC strategy and activities of your new brand including TVC, Brand Activation, Direct and Digital Marketing activities, including visual execution and Gantt Charts, etc. Should use AIDA model, SMILE criteria as guidelines.
4. KPIs and Financial Estimates
5. Results of your Focus Groups and how you utilized in your strategy ?( approximately 40 people – 20 outside/20 inside TU). Should include photo/vdo clip of you focus groups.
6. Key Learnings and challenges from this class.

**I will be giving scores based on the following 4 criteria for the presentation section:**

1. **Strategy:** How well you introduce your marketing plan in terms of idea, integration, and rationalization.
2. **Purchase Intent:** How high would be your purchase intent? Would I as a consumer want to purchase your new brand or not?
3. **Creativity:** You should let your imagination run wild since you want to stand out in the market. So design your new brand to be impactful and memorable.
4. **Teamwork:** Everyone present should present on that day and be able to answer the Q&A questions professionally – with support and confidence.

### Part II:BOOKLET (10/15 of your final project grade)submitted on day of final exam including details excluded from presentation day)

Your booklet will be more detailed. This should be 20-25 pages of A4 (double spaced, 12 point font, 2.5 cm margins), excluding technical appendices. You should have 4-6 references. It should be in report format with a brief (one half page) executive summary at the front. The emphasis is not on bulk writing but clearly expressed and supported arguments, as well as creative ideas. Bullet points, diagrams and graphs are encouraged. Make sure the plan is a coherent document from start to finish. The completed plan should be something you are

proud to share with current/prospective employers and should therefore be an excellent example of business writing and presentation.

### Assessment

Marks will be awarded for the following:

- thorough, focused and thoughtful analysis
- strategic thinking
- creative solutions
- effective use of tools, techniques and concepts from the course
- realism; and
- communication and persuasion

**The booklet (printed) should include all your analysis as mentioned in the presentation section and even more if you did not have time to present on the presentation day. What I'm looking for is not water but MEAT. You must also structure your booklet so that it communicates how your product could be successful.**

**You are also required to hand me the handy drive of all presentations since day one, plus the final presentation and advertising.**

During grading, I will again be reviewing the above for reference. ***You must have all the required material submitted for complete points. If you haven't submitted all the requirements for this project on the day of the final exam on Sunday December 13, 2020 and once the grades are official, they are not subject to any change.*** Your booklet is due on the day of the final exam on December so you will have time to review the booklet and make final adjustments.

Good Luck and have fun while doing it. I look forward to the grand finale!!!

Ajarn Suwalya

**Below is the chart as a guideline for your marketing plan.**

