



## Course Outline

### **MK312 Brand Management (Section 046401)** **Semester 1/2023 (August 15 - December 4, 2023)**

**Lecture Time:** Tuesday, 13.00-16.00 hours

**Lecture Venue:** Room 201

**Teaching Materials Platform:** [Facebook Group: MK 312 Section 1\\_ 2023](#)

#### **Instructor:**

**Name:** Ajarn Suwalya Khemvaraporn

**Office Hours:** 9:00-17:00 hours

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**Phone:** 081-842-2043

**Number of Credit:** 3 Credits (3-0-6)

**Prerequisite:** MK311

#### **Course Description:**

The course will introduce students' overall responsibility and tasks of a brand manager. Topics include new product development and launching, brand design and architecture, brand positioning, brand strategy and marketing programs, growing and sustaining brand equity, brand audit, and brand health check.

#### **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 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.

**Expected Learning Outcomes:**

	<b>1. Morality and Ethics</b>	<b>Expected Learning Outcomes</b>
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	
N/A	1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
●	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Students will understand and comply with rules, regulations, and practice decent work ethics in both team projects and individual class participation to achieve quality results.
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	<b>2. Knowledge</b>	<b>Expected Learning Outcomes</b>
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	
●	2.3 Acquire knowledge on and understand the important	Students can understand, adapt, and apply all concepts, frameworks,

	concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	and theories into designing the brand strategy in detail and create impactful project presentations and reports.
N/A	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	
	<b>3. Intellectual Development</b>	<b>Expected Learning Outcomes</b>
N/A	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
●	3.2 Be able to think systematically, rationally, and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	Ongoing Group Project work will allow students to showcase “Plan, do, check act” by synergizing prior knowledge to various branding concepts in order to propose sound business strategies and solutions.
N/A	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	
	<b>4. Interpersonal Skills and Responsibilities</b>	<b>Expected Learning Outcomes</b>
N/A	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	
●	4.2 Be creative and constructively criticize to solve problem of the team.	Intensive group project assignments and case analysis will provide students' opportunity to create strong teamwork and provide the opportunity to

		brainstorm, analyze market situations and create different business projects at satisfactory level.
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	<b>5. Quantitative Analysis, Communication, and Information Technology</b>	<b>Expected Learning Outcomes</b>
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
●	5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	Students will be creating impactful business presentations and reports by achieving the following <b>Assessment Criteria</b> <ul style="list-style-type: none"> <li>• thorough, focused, and thoughtful analysis</li> <li>• strategic thinking</li> <li>• creative solutions</li> <li>• effective use of tools, techniques, and concepts from the course</li> <li>• realism; and</li> <li>• communication and persuasion</li> </ul>
N/A	5.4 Be able to utilize the information technologies or others to support the business operations.	

**Main Text:** Strategic Brand Management by Kevin Lane Keller

**Suggested Readings:** All marketing and branding news from all sources, particularly on the Internet.

**Grading Criteria:**

**Midterm Exam**

**20% (October 7<sup>th</sup>, 2023)**

**Final Exam**

**30% (December 18<sup>th</sup>, 2023)**

**Project Term Paper & Presentation:****35%**

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 semester via project mini presentations. The final presentation of approximately 15 mins. (TBC) will take place on the last day of class. All students must attend final project presentation. The booklet will be due on the day of the final exam.

**Important Notice: Each student's individual and team participation scores including the final project grade will be reflected from the Peer Evaluation. Students who do not submit peer evaluation on time will automatically receive zero points for team participation. In addition, scores for Individual performance either in class or outside in group work will be taken seriously when computing the grades.**

**Individual Attendance, Participation & Assignments: 15%**

Attendance and class participation (individual and group) will contribute to 15% of your grade. Participation includes class discussions (including assigned group work) and assignments. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues.

**Important Notice: The 15% will cover your individual attendance, class participation and group project participation. Due to the intensity of the group projects, the peer evaluation will be seriously taken in consideration when scoring your individual performance.**

**Student Rules and Responsibilities:**

- Student is expected to do the reading of the Textbook to enhance understanding after lessons covered by instructor.
- Every class assignment (both individual and group) needs to be turned in on time. 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 (three) lates equal 1 (one) absent and 3 (three) absents you are not allowed to**

**take the final exam. To be awarded full points, you are encouraged to come on time and attend class.**

**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 Class Schedule:**

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Activities</b>
		<b>BRANDING AND BUSINESS PLAN OVERVIEW</b>	
1	August 15	<b>Course Introduction</b> Group Formation Group Discussion - Learning from Experience: Favorite Brand Discussion  <b>Business Model Canvas</b> SWOT, Situational Analysis, Competitive Analysis	In-Class Activities  Group Assignment
2	August 22	<b>Introduction to Brand Management- 4 STEPS TO BRAND BUILDING</b> Brand Analysis  <b>Final Project Briefing</b>	Group Assignment
3	August 29	<b>Repositioning: Segment, Targeting and Positioning (STP)</b> Lesson and Workshop (potential to skip)	In-class activity Group Assignment
4	September 5	<b>CONSUMER INSIGHTS-</b> Focus Group Simulation	In-class activity
		<b>IDENTIFYING AND DEVELOPING BRAND PLANS</b>	
5	September 12	<b>Identifying and Developing Brand Plans</b> Brand Mental Map, PODs and POPs, Brand Mantras, Core Brand Associations	Group Assignment
6	September 19	<b>Brand Plans Mini – Presentation</b>	In-class Presentation
		<b>DESIGNING AND IMPLEMENTING BRAND POSITIONING AND VALUES</b>	

7	September 26	<b>Designing and Implementing Brand Marketing Programs</b> Brand Elements Integrating Brand Marketing Activities  <b>Brand Activation and PR Strategies</b>	Group Assignment
<b>EXAM</b>	<b>October 7</b>	<b>MIDTERM EXAMINATION</b>	<b>13:00-15:00 hrs.</b>
8	October 10	<b>Brand Equity</b> Define Brand Equity <ul style="list-style-type: none"> <li>• Awareness and Image</li> <li>• Brand Persona</li> <li>• Pyramid of Brand Equity (CBBE Model)</li> </ul>	Group Assignment
9	October 17	<b>Brand Equity Mini-Presentation</b>	In-class presentation
10	October 24	<b>Customer /BRAND Journey, Story, Touchpoints, Lovemarks</b>  <b>BRAND CANVAS</b>	Group Assignment
11	October 31	<b>Competitive Analysis Strategy-</b> SWOT Strategies	Group Assignment
12	November 7	<b>Competitive Analysis Strategy Mini-presentation</b>	Sharing and Consultation Session
		<b>MEASURING AND GROWING BRAND EQUITY</b>	
13	November 14	<b>Measuring Brand Equity</b> Brand Value Chain Brand Tracking	Sharing and Consultation Session
14	November 21	<b>Growing and Sustaining Brand Equity</b> Brand Architecture Brand Portfolio and Hierarchies Brand Expansion Strategies	Sharing and Consultation Session
<b>15</b>	<b>November 28</b>	<b>Final Project Presentation</b>	<b>Final Presentation</b>
<b>EXAM</b>	<b>December 18</b>	<b>FINAL EXAMINATION</b>	<b>13:30 – 16:30 hrs.</b> <b>Booklet Due</b> <b>Peer Evaluation Due</b>

## ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2023

Semester 1/2023 (August 15 – December 4, 2023)	
<b><i>the TU Office of the Registrar (TU REG) will process the registration (semester 1/2023) for all BE students who have completed the pre-registration via BE Portal.</i></b>	July 17 – 20, 2023
Tuition Fee Payment Period (Via TU Greats App)	July 21 – August 11, 2023
Create Plan from Quota via TU Greats App (*ID.66)	August 1 - 9, 2023
Registration via TU Greats App (*ID.66)	August 10, 2023
Classes Begin	August 15, 2023
Add-drop period	August 15 – 28, 2023 <i>(from 9.00 AM of August 15 to 10.30 PM of August 28)</i>
Tuition Fee Payment Period (Via TU Greats App)	August 15 – 29, 2023 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	October 1 – 7, 2023
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2023</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2023</i>
Withdrawal period with "W" on record	September 4 – October 22, 2023 <i>(from 9.00 AM of September 4 to 10.30 PM of October 22)</i>
Special Withdrawal with "w" on record	October 24 – November 20, 2023
Last day of class for Semester 1/2023	December 4, 2023
Final exam period	December 12 – 23, 2023
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2023</i>
<i>Constitution Day*</i>	<i>December 10, 2023</i>
<i>Substitution for Constitution Day*</i>	<i>December 11, 2023</i>
Submitting Forms for Degree Conferral	August 15 – 28, 2023

Remark \* Holiday, No classes during this period  
Updated: July 24, 2023