

COURSE OUTLINE

MK 312 Brand Management (Sec.046401)

Semester 1/2021 (August 9 - November 27)

Session Day and Time: Thursdays 14:00-17:00 hrs.

Place: Zoom Online <https://zoom.us/j/99342431666?pwd=VzJYNzJubVlzT1ZMWkYyU05QbW5lZz09>
Meeting ID: 993 4243 1666
Passcode: 848528

Course Instructor: Aj. Suwalya Khemvaraporn

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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.

Prerequisite: MK 311

Required Text:

Strategic Brand Management by Kevin Lane Keller

Supplementary Reading:

All marketing and branding news from all sources, particularly on the Internet.

Assessment:

Midterm Exam	20% (October 3, 2021)
Final Exam	30% (December 2, 2021)

Project Term Paper & Presentation: 35%

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 final presentation and project term paper. There will be a series of mini presentations and group assignments that require detail data analysis aimed to enhance students' understanding of the branding concepts and frameworks. Students are required to fill the individual and team assessment (peer evaluation) at the end of the semester as individual participation will be seriously considered when computing the project grade.

Student Individual Participation: 15%

Participation includes attendance, discussions, mini presentations and assignments and group consultations. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues. During the entire online zoom session, students are required to turn on cameras and participate by answering in class via chat or live. The participation scores will be counted from students' individual participation.

Student Responsibility:

- Student is expected to do the reading of the chapter in the text book to enhance understanding after lessons covered by the instructor.
- Every class assignment 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 lates equals 1 absent and 4 absents you are not allowed to take the final exam. Before class, you are to sign in the chat box for your attendance scores.
- Individual and Team Assessment (Peer Evaluation) will be seriously taken in consideration when computing each student's final grades.

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.

Class Schedule:

Week	Date	Topic	Activities
		BRANDING AND BUSINESS PLAN OVERVIEW	
1	August 12 (Make-up, Holiday)	Course Introduction Group Formation Group Discussion - Learning from Experience: Favorite Brand Discussion Business Model Canvas SWOT, Situational Analysis, Competitive Analysis	In-Class Activities Group Assignment
2	August 19	Introduction to Brand Management- 4 STEPS TO BRAND BUILDING Brand Analysis Final Project Briefing	Group Assignment
3	August 26	Segment, Targeting and Positioning (STP) Lesson and Workshop	In-class activity Group Assignment
4	September 2	CONSUMER INSIGHTS- Focus Group Simulation	In-class activity
		IDENTIFYING AND DEVELOPING BRAND PLANS	
5	September 9	Identifying and Developing Brand Plans Brand Mental Map, PODs and POPs, Brand Mantras, Core Brand Associations	Group Assignment
6	September 16	Brand Plans Mini – Presentation	In-class Presentation
		DESIGNING AND IMPLEMENTING BRAND POSITIONING AND VALUES	

Week	Date	Topic	Activities
7	September 23	Designing and Implementing Brand Marketing Programs Brand Elements Integrating Brand Marketing Activities Brand Activation and PR Strategies	Group Assignment
	October 3	MIDTERM EXAMINATION	9:00-11:00 hrs.
8	October 7	Brand Equity Define Brand Equity <ul style="list-style-type: none"> • Awareness and Image • Brand Persona • Pyramid of Brand Equity (CBBE Model) 	Group Assignment
9	October 14	Brand Equity Mini-Presentation	In-class presentation
10	October 21	Customer /BRAND Journey, Story, Touchpoints, Lovemarks BRAND CANVAS	Group Assignment
11	October 28	Competitive Analysis Strategy- SWOT Strategies	Group Assignment
12	November 4	Competitive Analysis Strategy Mini-presentation	Sharing and Consultation Session
		MEASURING AND GROWING BRAND EQUITY	
13	November 11	Measuring Brand Equity Brand Value Chain Brand Tracking	Sharing and Consultation Session
14	November 18	Growing and Sustaining Brand Equity Brand Architecture Brand Portfolio and Hierarchies Brand Expansion Strategies	Sharing and Consultation Session
15	November 25	Final Project Presentation	Final Presentation
	December 2	FINAL EXAMINATION – Booklet due	9:00 am-11:30 hrs.

ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2021

Semester 1/2021 (August 9 - November 27, 2021)	
Classes Begin	August 9, 2021
Add-drop period	August 16 – 19, 2021
Tuition Fee Installment Plan For ID.61-63 only <i>(9 AM - 10.30 PM)</i>	#Round 1 (July 16 – 18, 2021) #Round 2 (August 20 – 22, 2021) #Round 3 (September 20 – 22, 2021)
<i>H.M. Queen Sirikit The Queen Mother's Birthday*</i>	<i>August 12, 2021</i>
Mid-term Examination Period	September 27 - October 3, 2021
Withdrawal period with "W" on record	October 11 - November 15, 2021
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2021</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2021</i>
<i>Substitution for King Chulalongkorn's Day*</i>	<i>October 25, 2021</i>
Last day of class for Semester 1/2021	November 27, 2021
Final exam period	November 29-30, December 1-3, 7-9, 11-17, 2021
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2021</i>
<i>Substitution for H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 6, 2021</i>
<i>Constitution Day*</i>	<i>December 10, 2021</i>

Remark * Holiday, No classes during this period