

June 18, 2018

In the morning, the class was held by guest speaker in marketing area. The course was mainly taught about how to build a brand and how different culture in each countries effect marketing. Brand is a combination of name, term, sign, symbol and design to identify the goods and services of one seller or group of sellers and to differentiate them from competition and everything can be brand. Furthermore, manager often refer to something that has actually created a certain amount of awareness, reputation, prominence, and so on in the marketplace. A brand has life and being emotional. “It needs to be take care and need time to grow like a baby”, I really like this metaphor because it is easy to see the picture. Also, brand manager need to increase brand value overtime and important idea behind is to be people’s top of mind. To create a brand, is not just the name but also brand associations. Key of branding is that consumers perceive differences among brands. Culture and technology have some role to consumer behavior as culture effect lifestyle while technology have huge effect on digital economy. As you can see the top rank of brand value, most of them are related to technology except McDonald, technology has become a big player. And the picture of having family reunion and people are all touching their smartphone make me feel aren’t we using technology too much that it drags the attention between people out? After creating a brand, you need brand activation to built connection with consumers. For example, what central group did with snoopy snap and share, I was one of the people who took the photo with snoopy and buy things at Central Plaza too, without realizing that it is one of marketing campaign. “Share a coke with...” was successful campaign too. I think people will feel a lot of engagement with the campaign of putting name on coke can just like professor that still kept the bottle. There are some steps that you need to go through to make a brand, find target group, position your brand, communicates through brand element which includes most of things like logo, slogan, packaging, brand personality and so on, and last step is customer

loyalty. And to sum up what we learn professor hold an activity by letting us create new product for specific target group. I like this activity because after learning you need to practice or else you might not get the sense of what we are actually learning. Learning by doing is the best thing could have done.

In the afternoon, the lesson is about cross border. Cross border trade is less formal than international trade and urbanize the border city. Advantages of boarder trade are easy to trade, trader know each other before, trader do not trust technology which is being used in formal international trade. For example, if trading with China but enable to speak Chinese, cannot do anything. Most interesting path in logistic is the one belt one road policy from China that have road path in ASEAN countries for example R3A from Thailand to Laos leads to Kunming and R3B go through Myanmar to Kunming. The motivation behind is benefits to China while using ASEAN countries as path. In this part of topic, I wonder why countries still allow China to do this to their country? It was answer later that the country that have China as investor for example the road, land beside the road will belong to China. However, many countries allow China to do so because they think it is worth the development they get Chinese trade culture is very strict but too much rules for me, trust only Chinese, use Chinese currency and talk only with Chinese. One point that has been point out and I feel ashamed, the government in Chinese, Japanese, Taiwanese usually give subsidies to supplier in the first place where in Thailand, government solve problem in the end which sometimes is too late. At last, professor also have some case studies. I would like to mention about the case study of R3A. Geographically, Chinese can control level of water in Mekong river. So, if anyone have conflict with China, China might not let water flow down. There also some loophole in exporting to China by illegal way declaring to Laos but actually sell to china. This reflects me that even in global level, if the law is not tight enough, people will find a way to get benefits from situation.

June 19, 2018

Lesson topic is about development economics. Since there is an industrial revolution around 18th century, there was an economic growth after that because of technology development, lower death rate because of vaccine and medicine. The Asian miracle meaning Thailand, South Korea, Hong Kong, Singapore, Taiwan, Malaysia, Indonesia have maintained very high growth rate for some time at 8-12%. Reasons behind are high interest rates attracting foreign investment, rapid industrialization, industrial policy supporting export product to increase revenue of the country, and high exports. Once the growth in total factor productivity occur, it could lead to long term prosperity. Economic development can be seen in many aspects for example, inclusive growth, employment, education, financial sector, infrastructure, tackling corruption, asset building, entrepreneurship, and right kind of growth. These can be measure by GDP growth, income per capita, Human Development Index (HDI) and Inclusive Development Index. Part of the problem is that not everyone benefits from the economic growth. For example, farmer who cannot export are being left out from the policy occurring social exclusion. However, education and health access are needed. The problem right now is even we have free education but parents still have to pay for other expenses for higher education. So the goal question is if high growth is the goal, how can we make everyone benefit from it? In order to grow industrial sector, high tariff is needed to protect local producer. Next is to focus more on government failures and propose to build well-function market institution. Because when we open the market later, it will lead to export-oriented industrialization. Big problem in Thailand is middle income trap. It happens because when a country is categorized as middle income, the country lose a lot of benefit they use to get for example, higher tariff. I have thought to myself since I was a child too that why are we called 'developing country' for so long, why aren't we be developed country after all

these years and I understand it now after this reason. I think higher tariff is just one of example but I think changing the country income-status have more effect for surely.

In order to obtain sustain high growth, manufacturing and service sector need to create value added activities to GDP then turn agricultural to manufacturing and service sector to get higher income per capita. The problem is many people are still in agricultural sector. I think if this happen, I question that wouldn't that create society values that one who are doing agriculture are stupid, like still occur right now in the country. And that will make no one want to work in agricultural sector resulting as bad product being produce from agricultural sector? Furthermore, we have problem of higher wage comparing to neighborhood countries. To compete, we provide higher labor productivity in order to guarantee the quality of production. And I think education will help increase labor productivity so I think it is good for government to do education policy.