



# **B.E. International Program**

## Faculty of Economics, Thammasat University



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### Course Outline

#### **MK 321 Product and Brand Management**

Semester 1/2012 (August 14 – December 1, 2012)

**Number of credits:** 3 credits

**Lecture Time:** Tuesdays, 14.00 – 17.00 hrs

**Lecture Venue:** Room 303, Faculty of Economics

**Instructor:** Associate Professor Dr. Kritsadarat Wattanasuwan

Office: -

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Office hours: by appointment

#### **Course Description:**

A study of concepts and theories related to product and brand management. Principal topics include product management policy and strategy, value-added brand management strategy, product and brand management in different stages of product life cycle, cause and prevention of product and brand failure. Also discussed are topics in formulation of other marketing strategies to complement product and brand strategy, brand competitiveness in the global market, impact from the government, and ethics in product and brand management.

**Prerequisites:** MK 311

## Course Objectives:

After taking this course, students are expected to achieve learning objectives as follows:

1. To understand and to be able to explicate the relevant concepts and elements of product and brand management;
2. To be able to analyse product and brand management of real-world companies;
3. To be able to analyse and develop a sound and integral product and brand strategy;
4. To be able to apply the concepts of product and brand management in the students' forthcoming career.

## Required Texts and Materials:

1. Keller, Kevin Lane (2012), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Fourth Edition, Upper Saddle River, NJ: Prentice Hall.
2. Reading materials to be distributed during the course.


## Teaching Plan:

### Course Schedule

Session	Date	Topic	Reading and Assignment
1	Tue 14 Aug	<p><i>Introduction to the Course</i></p> <ul style="list-style-type: none"><li>• Overview and Objectives</li><li>• Structure and Content</li><li>• Tasks and Evaluation</li><li>• Overview of 'Product &amp; Brand'</li></ul> <p><i>Introduction to Product</i></p> <ul style="list-style-type: none"><li>• What is a Product?</li><li>• Concept and Elements</li><li>• Product Classifications</li></ul>	Course Outline
2	Tue 21 Aug	<p><i>New Product Development</i></p> <ul style="list-style-type: none"><li>• Importance of New Product Development</li><li>• The New Product Development Process</li><li>• New Product and Consumer Adoption</li></ul> <p><i>Why Do New Products Fail?</i></p>	Handout Submit Group Name List

Session	Date	Topic	Reading and Assignment
3	Tue 28 Aug	<b><i>Product VS Brand</i></b> <ul style="list-style-type: none"> <li>• History of Branding</li> <li>• Why do Brands matter?</li> <li>• Brand Hierarchy</li> <li>• Overview of Brand Equity</li> </ul>	Ch.1-2
4	Tue 4 Sep	<b><i>Scope of Product/Brand Management</i></b> <ul style="list-style-type: none"> <li>• Who is the Brand Manager?</li> <li>• <i>Tasks and Responsibility</i></li> </ul>	
5	Tue 11 Sep	<b><i>Brand Positioning &amp; DNA</i></b> <ul style="list-style-type: none"> <li>• <i>Analysing Customers &amp; Competitors</i></li> <li>• Perceptual Map and Brand Positioning</li> <li>• Brand's POD &amp; POP</li> <li>• Brand Personality</li> </ul>	Ch. 3
6	Tue 18 Sep	<b><i>Building Brand Equity</i></b> <ul style="list-style-type: none"> <li>• <i>Constituents of Brand Equity</i></li> <li>• Brand Identity</li> <li>• Brand Elements &amp; Choice Criteria</li> </ul>	Ch. 2-4
7	Tue 25 Sep	<b>Choosing Brand Elements</b> <ul style="list-style-type: none"> <li>• Naming a Product – Brand Name</li> <li>• Logo &amp; Symbol</li> <li>• Packaging a Brand</li> <li>• Brand Elements Briefing</li> </ul>	Ch.4
8	Tue 9 Oct	<b>Delivering and Communicating a Brand</b> <ul style="list-style-type: none"> <li>• Brand and its Marketing Strategy</li> <li>• Brand and its IMC Strategy</li> <li>• Leveraging Secondary Brand Associations</li> </ul>	Ch. 5-7 A' Panithan
9	Tue 16 Oct	<b>Measuring Brand Equity</b> <ul style="list-style-type: none"> <li>• Measuring Sources of Brand Equity</li> <li>• Measuring Outcomes of Brand Equity</li> <li>• Brand Equity Measurement System</li> </ul>	Ch. 8-10

<b>Session</b>	<b>Date</b>	<b>Topic</b>	<b>Reading and Assignment</b>
<b>10</b>	<b>Tue 30 Oct</b>	<b><i>Presentation of Term Paper A 15 Minutes/Group</i></b>	<b>Submit Paper A</b>
<b>11</b>	<b>Tue 6 Nov</b>	<b><i>Managing Brand Equity: Brand Strategies</i></b> <ul style="list-style-type: none"> <li>• Designing a Branding Strategy</li> <li>• Brand Portfolios Management</li> <li>• Brands VS. Private Labels</li> <li>• Brands VS. Imitating Brands</li> </ul>	Ch. 11
<b>12</b>	<b>Tue 13 Nov</b>	<b><i>Managing Brand Equity: Brand Extensions</i></b> <ul style="list-style-type: none"> <li>• New Products and Brand Extensions</li> <li>• Advantages of Brand Extensions</li> <li>• Disadvantages of Brand Extensions</li> <li>• <i>Evaluating Brand Extension Opportunities</i></li> </ul>	Ch. 12
<b>13</b>	<b>Tue 20 Nov</b>	<b><i>Managing Brands over Time</i></b> <ul style="list-style-type: none"> <li>• Brand and Product Life Cycle</li> <li>• Reinforcing Brand</li> <li>• Revitalising Brand</li> <li>• Adjustments to the Brand Portfolio</li> </ul>	Ch. 13
<b>14</b>	<b>Tue 27 Nov</b>	<b><i>Managing Brands Over Geographical Boundaries</i></b> <ul style="list-style-type: none"> <li>• Why (or Why Not) Going International?</li> <li>• <i>Managing Brand across Cultures</i></li> </ul> <b><i>Ethical Issues in Brand Management</i></b> <b>Reflection upon the Course</b>	Ch. 14-15

<b>Session</b>	<b>Date</b>	<b>Topic</b>	<b>Reading and Assignment</b>
<b>15-16</b>	<b>Sat 1 Dec 9.00-16.00</b>	<b>Presentation of Paper B</b>	30 Minutes/Group
	<b>Tue 18 Dec 9.00-12.00</b>	<b>Final Examination</b>	<b>Good Luck!</b>

### **Course Evaluation:**

Assignments	10 %
Class Participation	10 %
Term Paper A	10 %
Term Paper B	30 %
Final Examination	40 %
<b>Total</b>	<b>100%</b>

### **Course Administration:**

#### **1. Reading Assignment**

Students are required to read the assigned chapter(s) or material(s) prior to class.

#### **2. Homework**

Students are required to submit their homework in the succeeding class.

#### **3. Class Participation**

Regular attendance does not automatically earn participation points. Students are also encouraged to initiate and participate in class discussion.

#### 4. Term Papers

Students are required to form a term paper group (max. 7 people). Participation and involvement in the group's work by each individual will be taken into account for grading.

##### Term Paper A

Paper A is to select a brand already available in the Thai market, which you think/feel that it holds "excellent" brand equity. Analyse and illustrate why the brand is selected. The paper should be approximately 10 pages long (double-spacing typed A4). Time allow for each group's presentation is 15 minutes.

##### Term Paper B

Paper B is to develop a branding strategy for a new product of the group's choice. Although the launching plan may embrace all marketing mix strategies, the paper should discuss "product" and "brand" sections in details. The paper should be approximately 30 pages long (double-spacing typed A4). Time allow for each presentation is 30 minutes.

#### 5. Final Examination

The final examination will be essay-based.

#### Remarks:

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| ◆ Submission of Group Name List        | Tuesday 21 August 2012                      |
| ◆ Submission & Presentation of Paper A | Tuesday 30 October 2012                     |
| ◆ Submission & Presentation of Paper B | Saturday 1 December 2012                    |
| ◆ <b>Final Examination</b>             | <b>December 18, 2012 (9.00 – 12.00 hrs)</b> |

#### Important Dates:

Classes Begins	August 14, 2012
Adding and Dropping Courses	August 14 – 28, 2012
Midterm Exam Period	October 1 – 6, 2012 (No Lectures)
Course Withdrawal with "W"	October 17 – 22, 2012
Class Ends	December 1, 2012

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