



## SYLLABUS

**Name of Institution:** Mahidol University International College

**Division:** Business Administration Division

## GENERAL INFORMATION

### 1. Course Code and Course Title

Thai	ICMK 322 การจัดการตราสินค้า/ ICMK362 กลยุทธ์การจัดการตราสินค้า
English	ICMK322 Brand Management / ICMK362 Strategic Brand Management

**2. Number of Credits:** 4 credits

### 3. Credit Hours/Semester

Lecture or Other In-class Activity Hours	Laboratory/ Field Trip/ Internship Hours	Self-Study Hours
48	0	96

**4. Degree:** Bachelor of Business Administration

### 5. Faculty Member:

Name: Asst. Prof. Dr. Olimpia C. Racela

Email: dr.ocr.MUIC@gmail.com

Office: 433/15 Aditayathorn Building, 4<sup>th</sup> floor

Via Microsoft Teams 'ICMK362 T2 2020-2021'

Link:<https://teams.microsoft.com/l/team/19%3aa8c8622962f44dd0807add982777d2f8%40thread.tacv2/conversations?groupId=60e51318-134f-4274-8b41-036cd773806b&tenantId=9bc585f9-a8b8-431c-9013-efa7b2b40cdf>

Team Code: j6q5g4w

Office Hours: Mondays and Wednesdays: 12.00 – 14.00

'Available' status on Microsoft Teams 'ICMK362 T2 2020-2021'

**6. Pre-requisite:** ICMB 222 Principles of Marketing

## DESCRIPTION AND OBJECTIVES

### 1. Course Description

Thai	การจัดการตราสินค้าและกลยุทธ์การสร้าง การใช้ และการคงสภาพมูลค่าตราสินค้า การใช้วิธีเชิงคุณภาพและวิธีเชิงปริมาณในการประเมินผลมูลค่าตราสินค้า กลยุทธ์ตราสินค้าในแต่ละขั้นของวงจรชีวิตผลิตภัณฑ์ การพัฒนาการจ้ดวางตราสินค้า การจัดการประสบการณ์ตราสินค้าโดยรวม และความเกี่ยวเนื่องของตราสินค้า
English	Brand management and strategy in creating, leveraging, and preserving brand equity, the use of qualitative and quantitative methods in evaluating brand equity, brand strategy at different stages of the product life cycle, development of brand positioning, managing total brand experience and brand relevancy.

### 2. Course Objectives

Course Learning Objective (CLO)	Program Learning Objectives (PLO)
CLO1 Analyze complex branding issues within organizational contexts	PLO6.1 To successfully design a brand building report for organizations and emerging companies to continuously and sustainably grow in a digital world
CLO2 Formulate strategic brand building action plans, both independently and collaboratively with team members, in the face of complex environmental circumstances.	
CLO3 Demonstrate the ability to articulate both orally and visually, a comprehensive research-based brand building campaign.	PLO6.2 To be able to explain the impact of marketing decisions on an organization and society

## TEACHING AND EVALUATION PLAN

### 1. Teaching Plan\*

Week	Topic	Number of Hours		Reading
		Class session	Lab session	
1 4/6 Jan	- Course Introduction - What is Brand? - Brand Team formation	4	0	KLK 1,2
2 11/13 Jan	- Customer-based Brand Equity and Brand Positioning	4	0	KLK 3
3 18/20 Jan	- The Brand Building Process - Brand Elements	4	0	Handout
4 25/27 Jan	- Brand Naming	4	0	KLK 5
5 1/3 Feb	- Brand Identity vs Brand Image	4	0	KLK 6
6 8/10 Feb	- Brand Concept Research	4	0	KLK 9, 10
7 15/17 Feb	- Brand Potential and Vision	4	0	9, 10
8 22/24 Feb	- Branded Content and Content Marketing	4	0	Handout

Week	Topic	Number of Hours		Reading
		Class session	Lab session	
9 1/3 Mar	- Brand Potential and Vision	4	0	KLK 12
10 8/10 Mar	- Brand Extension Techniques	4	0	KLK 13
11 15/17 Mar	- Brand Value Sustainability	4	0	Handout
12 22/24 Mar	- Brand Building Report Presentations	4	0	
13 TBA	Examination 08.00 – 12.00		0	

\*Tentative schedule as of 18 December 2020. Advanced notice will be given in case of any changes.

## 2. Evaluation Plan

Methods/ Activities	Description	Week	Percentage
Participation/Attendance	The relevance and consistency by which the student contributes (e.g. shares ideas, asks insightful questions, answers questions and provides constructive comments) to class discussion	Every week	20%
Reflection Paper	Paper articulating the experience of engaging in brand consultancy	12 <sup>th</sup> week	20%
<i>Team-based Brand Building Project/Report</i>	<i>Team-based Brand Building Project/Report involving various activities throughout the semester: research, critical assessment, strategic recommendations and outcomes, report preparation, and peer evaluation</i> (a) <i>Brand Concept Research (10%)</i> (b) <i>Brand Building Report (20%)</i> (c) <i>Peer evaluation (5%)</i>	8 <sup>th</sup> week 11 <sup>th</sup> week 12 <sup>th</sup> week	35%
Exam	Formal assessment comprising conceptual, analytical and problem-solving questions.	TBA	25%

Note: Methods/Activities italicized are team-based work. All other Methods/Activities are completed as individual work, with each student performing these independently.

## 3. Course Assessment

Raw Score	Grade
90 – 100	A
85 – 89	B+
80 – 84	B
75 – 79	C+
70 – 74	C
65 – 69	D+
60 – 64	D
< 60	F

## TEACHING MATERIAL AND RESOURCES

### 1. Referenced Textbooks

*Strategic Brand Management: Building, Measuring and Managing Brand Equity*, 4<sup>th</sup> Ed. (2012) by Kevin Lane Keller, Pearson. ( KLK)

### 2. Handouts and brand-building related articles

## COURSE POLICY AND REQUIREMENTS

### Participation/Attendance (20%)

In compliance with MUIC policy, class attendance is mandatory and will be checked. It is expected that students will be well-prepared to discuss assigned readings and engage thoughtfully in class activities. According to MUIC's policy, students are expected to attend at least 80% of the regularly scheduled class time (**i.e. maximum absence of 10 hours, i.e. 5 regularly scheduled class meetings**). Students absent for more than 10 hours of class time will earn 'zero' for participation/attendance.

### Reflection Paper (20%)

Each student will write and submit a reflection paper on his/her brand consultancy experience. Parameters of this reflection paper will be discussed in class.

### Team-based Brand Building Project/Report (35%)

Teams will be tasked with developing a new brand for a product innovation. Students will form brand consulting teams of no more than \_\_\_\_\_ members to work on practical project for an actual 'client'. All teams will be formed by the end of the second class. Each student will occupy a specific position/role in the brand consultancy agency. Position/role descriptions will be elaborated in class.

#### (a) Brand Concept Research (10%)

The development of a new brand entails a deep understanding of buyers' perceptions of existing brands and their responses to brand elements associated with a particular product category. Brand teams will conduct primary research to conduct brand concept testing to assess individuals' reactions to different brand concept boards. ***This team assignment is limited to two pages, inclusive of images, tables, references and/or footnotes. This team assignment is due on \_\_\_\_\_ at the start of class.***

#### (b) Brand Building Report (20%)

The goal of the brand building report is to (1) assess the opportunity for the launch of a new brand in the market environment and (2) propose a brand campaign for the new brand. This report will provide an analyses of the market environment, i.e. competitors' strategies, buyers/consumers perceptions and involves actual field market/brand research to be conducted. Report formats will be discussed in class.

***Soft files of the group's brand building report (i.e. .pdf) and its corresponding presentation slides/show (i.e. .ppt), must be submitted thru dr.ocr.MUIC@gmail.com by 11:59 PM on Monday 22 March 2021.***

#### (c) Peer Evaluation (5%)

To ensure each team member is responsible and productive, a peer evaluation will be conducted at the end of the semester. Students should be honest, unbiased and constructive in their evaluations. The instructor reserves the right to correct and/or discard evaluations if they appear to be ambiguous or debatable. The grades of students who are consistently rated as very poor performers are reduced. For instance, if 4 out of 6, (or 3 out of 5, or 2 out of 4, or 2 out of 3) team members rate a student's performance in the team project as "unsatisfactory", then that student's grade is reduced to 80% of the team's score.

### Exam (25%)

An exam-type assessment will be implemented during the semester. The format will be discussed in class.

## OTHER INFORMATION

Additional details will be discussed and materials provided in class.