

Course Syllabus

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| 1. Program of Study | Bachelor of Business Administration Program |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICMK 330 |
| Course Title | Strategic Brand Management |
| 3. Number of Credits | 4 (Lecture/Lab/Self-Study) (4-0-8) |
| 4. Prerequisite(s) | ICMB 221 |
| 5. Type of Course | Elective Course |
| 6. Trimester / Academic Year | First, Second, Third Trimester/2007-2008 |
| 7. Course Conditions | 20-40 students |
| 8. Course Description | 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. |
| 9. Course Objective(s) | After successful completion of this course, students will be able to
9.1 Manage the portfolio of brand equities up to the optimization.
9.2 Understand the functions of brand management to deliver customer value and create brand loyalty.
9.3 Plan product strategy as a part of overall marketing mix. |

10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	Introduction to Strategic Brand Management	4	0	8	NPR
2	Customer Based Brand Equity	4	0	8	NPR
3	Brand Image, Brand Element, and Brand Association	4	0	8	NPR
4	STP and Product Differentiation Strategy	4	0	8	NPR
5	Situational Analysis and Conceptual Brand Idea	4	0	8	NPR
6	Midterm Examination	4	0	8	NPR
7	Capturing Customer Mindset	4	0	8	NPR
8	Brand Equity Measurement	4	0	8	NPR
9	Designing and Implementing Brand Strategy De	4	0	8	NPR
10	Brand Extension	4	0	8	NPR
11	Managing Brand Overtime	4	0	8	NPR
	Total	44	0	88	

11. Teaching Method(s)

Combination of class lecture and case discussion
Special Topic from experienced guest lecturers

12. Teaching Media

Power point and handouts, case materials, multimedia and interactive resources,
News clipping and selections from popular marketing and business literature

13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability in managing the portfolio of brand equities up to the optimization.
- 13.2 The ability in understanding the functions of brand management to deliver customer value and create brand loyalty.
- 13.3 The ability in planning product strategy as a part of overall marketing

mix.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark	
1. Midterm	30%
2. Final	35%
3. Group Project	20%
4. Quiz and Assignment	15%

14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference(s)

Keller, K. L. (2007). **Strategic Brand Management**, 3rd Edition, Prentice Hall.

16. Instructor(s)

Nopporn Ruangwanit

17. Course Coordinator

Program Director of Marketing Major

