



## Course Syllabus

**Mahidol University International College  
Business Administration Division**

### **ICMK 330 Strategic Brand Management**

---

#### **Course Description:**

ICMK 330 is designed to improve BA students marketing skills and understanding of specific marketing topics that focus on the holistic view of marketing with more in-depth brand equity perspective. This course will be organized around product and brand decisions that must be made to build, measure, and manage brand equity. During the course, students will work to deliver assigned tasks including group products, class discussions, case studies and debates therefore student participation is one of the key success factors since this course will allow students to create and share ideas with each other on various branding issues being group or individual work.

**Assumed Knowledge/ Course Requisites:** ICMB 221 Principle of Marketing

#### **Course Objectives / Learning Outcomes:**

The specific learning objectives of the unit are:

- To increase understanding of the important issues in planning and evaluating brand strategies;
- To provide the appropriate theories, models, and other tools used to make better branding decisions; and
- To provide a forum for students to apply these principles.

The learning outcomes of the unit are:

- To gain an understanding of the major elements of Brand Management;
- To be able to critically assess Brand Management strategies;
- To be able to apply Brand Management theory to real life examples; and
- To work effectively in teams to analyze and prepare reports on brand management issues

#### **Lecturer Details:**

**Name:** Dr. Dissatat Prasertsakul  
**Telephone:** 02-4410590 Ext. 1718  
**Email:** [dissatat.pra@mahidol.ac.th](mailto:dissatat.pra@mahidol.ac.th)  
**Office Hours:** Please check at the BA office

**MUIC E-Learning:** Students are encouraged to log in the MUIC e-learning website to access course materials and information.

## Required Reading:

Keller, Kevin L. (2008), *Strategic Brand Management (third edition)*. Upper Saddle River, NJ: Prentice-Hall

## Recommended Reading:

Kapferer, J. N. (2011), *The New Strategic Brand Management, (third edition)*, Kogan Press Business Books

## Tentative Topic/Lecture Listing

Week	Topics
1	Class Introduction <b>Part I: Opening Perspectives</b> Chapter 1: Brands and Brand Management
2	<b>Part II: Identifying and Establishing Brand Positioning and Values</b> Chapter 2: Customer-Based Brand Equity Chapter 3: Brand Positioning
3	Chapter 3: Brand Positioning (Cont.) <b>Part III: Planning and Implementing Brand Marketing Programs</b> Chapter 4: Choosing Brand Elements to Build Brand Equity
4	<i>Group Assignment/ 1<sup>st</sup> progress report for Brand Audit</i> Chapter 5: Designing Marketing Programs to Build Brand Equity
5	Chapter 5: Designing Marketing Programs to Build Brand Equity (Cont.) Chapter 6: Integrating Marketing Communications to Build Brand Equity
6	Review Session <b>Mid-term examination</b>
7	Chapter 6: Integrating Marketing Communications to Build Brand Equity (Cont.) Chapter 7: Leveraging Secondary Brand Knowledge to Build Brand Equity
8	<b>Part IV: Measuring and Interpreting Brand Performance</b> Chapter 8: Developing a Brand Equity Measurement and Management System Chapter 9: Measuring Sources of Brand Equity: Capturing Customer Mindset (Qualitative Approach)
9	Chapter 9: Measuring Sources of Brand Equity: Capturing Customer Mindset (Quantitative Approach) 2 <sup>nd</sup> Progress report for Brand Audit
10	Chapter 10: Measuring Outcomes of Brand Equity: Capturing Market Performance <b>Case Analysis Submission</b> <b>Part V: Growing and Sustaining Brand Equity</b> Chapter 11: Designing and Implementing Branding Strategies.
11	<b>Group Project Presentation</b> <b>Group Project Presentation/Review Session</b>
12	<b>Final Examination</b>

## Assessments:

ITEMS	MARK	METHOD OF SUBMISSION
<b>At Individual Level</b>		
Assignments and Attendance	10%	Hardcopy in class
Midterm Examination	20%	
Final Examination	30%	
<b>At Group Level</b>		
Case Analysis	15%	Hardcopy in class
Brand Audit Report and Presentation	25%	Hardcopy in class
	Total 100%	

### Assessment Details & Criteria:

#### 1 – Assignments and Attendance – 10%

Each student has to complete both take home and in-class assignments pertaining to the specific course materials. These assignments include case studies, role plays, answer to questions, etc.

#### 2 – Case Analysis – 15%

Much of the labor of branding is composed of existing practices and understanding of past efforts. An understanding of past branding work can provide analogies and experiences that can guide future your efforts and your arguments for your proposals. In brief, the cases are worthwhile to read and understand. The case analysis will be a group work. Each team will be assigned the cases and is asked to answer the questions at the end of the case.

#### 2 – Brand Audit – 25%

Students will form brand management teams to work on this project. Your assignment is to take a brand and conduct a brand audit. Every team must study a different brand, and brands are assigned on a "first come, first serve" basis. Once you have formed your groups, send me an e-mail with your brand and team members, and I will confirm whether or not the brand is available. The formal requirements for the brand audit project are two progress reports and a final paper, as follows:

- 2.1 Progress Reports. The first group progress report is due at the beginning of the fourth week. All that you need to include with this report is the names of your team members and the brand you have chosen to study. The second group progress report is due at week 9. This report should sketch your preliminary vision of a "mental map" for the brand in terms of the key brand associations. This report should also outline your preliminary depiction of the brand hierarchy for the brand.
- 2.2 Final Report. The final report profiles the sources of brand equity and provides recommendations concerning how to build and manage equity for the chosen brand. After summarizing current and desired brand knowledge structures, you should outline creative and relevant directions for management of your chosen brand, providing justification where appropriate with course concepts. Your presentation should be a top-line summary of the key points.

*\*Format and Grading Criteria for Brand Audit will be provided in class.*

**Uniform Policy:** Students must wear the regular uniform in class *otherwise you will not be allowed to attend the class.*