



College of Hospitality Industry Management

TQF.5 Course Report

Course Code : MIB6205

Course Title : Brand Management

Credits : 3(3-0-9)

Semester /Academic Year : 3 / 2024

Students : Master of Business Administration **Program in** International Business

Lecturer(s) : Dr. Nalin Simasathiansophon

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

Course Report

Institution : Suan Sunandha Rajabhat University

Campus/Faculty/Department : College of Hospitality Industry Management

Section 1: General Information

1. Course Code and Title : MIB6205 Brand Management

2. Pre-requisite (if any) : None

3. Faculty Member(s) Teaching the Course and Sections

Ms.Nalin Simasathiansophon

Sections: 01

Room No. 3653

4. Semester and Academic Year

Semester 3 Academic Year 2024

5. Venue

College of Hospitality Industry Management, Building 36

Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Brand Fundamentals and Theoretical Foundations - Brand definition from multiple perspectives - Aaker's Brand Equity Model- Keller's CBBE Model - Brand identity and personality frameworks	6 hours	6 hours	-
Brand Development and Creative Strategy - Brand naming strategies and techniques - Visual identity creation - Brand storytelling and narrative development - Brand experience design	6 hours	6 hours	-
Market Analysis and Competitive Positioning - Competitive analysis frameworks - Data-driven positioning strategies - Economic factors and consumer demand analysis - Creative positioning for competitive markets	6 hours	6 hours	-

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
<p>Integrated Marketing Communication and Digital Strategy</p> <ul style="list-style-type: none"> - IMC strategy development - Digital marketing and social media - Creative campaign development - Communication effectiveness measurement 	6 hours	6 hours	-
<p>Global Brand Management and Cultural Strategy</p> <ul style="list-style-type: none"> - International business environment analysis - Cross-cultural brand management - Cultural adaptation vs. standardization - Global brand expansion frameworks 	6 hours	6 hours	-
<p>Brand Crisis Management and Recovery</p> <ul style="list-style-type: none"> - Crisis identification and assessment - Crisis communication strategies - Brand recovery and revitalization planning 	6 hours	6 hours	-

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Advanced Case Study Analysis and Strategic Application - Multi-dimensional case analysis techniques - Quantitative and qualitative analysis methods - Strategic recommendations development - Performance measurement frameworks	6 hours	6 hours	-
Capstone Presentations and Final Assessment - Brand analysis presentations - Brand recovery strategy presentations - Course integration and reflection	6 hours	6 hours	-
Total	48	48	

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
None	None	None

3. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	No	
1. Knowledge	(1) Mid-term exam (2) Final exam	✓	-	-

2. Skills	(1) Cooperative Activities (2) Group project	✓	-	It is quite hard to do a class discussion for online class. Thus, lecturer encouraged all students to study on-site.
3. Ethics	(1) Punctuality (2) Attendance	✓	-	-

4. Suggestions for Improving Teaching Methods

Activities, discussion and cooperative learning should be carefully assigned and should be mixed with various technologies to encourage student to study via online platform.

Section 3 : Course Outcomes

1. Number of registered students : 5

2. Number of students at the end of semester : 5

3 Number of students who withdrew (W) : -

4. Grade distribution

Grade	No. of students	Percentage
A	4	80
A-	-	-
B+	-	-
B	-	-
B-	-	-
C ⁺	-	-
C	-	-
C-	-	-
D ⁺	-	-
D	-	-
D-	-	-
F	-	-
Incomplete (I)	1	20

5. Factors causing unusual distribution of grades (If any)

None

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
None	None

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
None	None

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
1. Interview 2. Group discussion 3. Question & answer	1. Students like to learn from external expertise. 2. Students can analyze business situation based on a given case study. 3. Students can apply brand management concept with their real life.

Section 4 : Problems and Impacts

1. Teaching and learning resources

Teaching Problems: None	Impacts on students' learning : None
Learning Resources Problems: Some students' device did not support the online learning platform.	Impacts on students' learning: Lecturer could not see the face of students. Thus, it reduced the learning atmosphere as well as could not see the reaction of students.

2. Administration and organization

Problems from administration None	Impacts on students' learning None
Problems from organization None	Impacts on students' learning None

Section 5 : Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

This course allows students to apply digital technology to solve brand management problem with real business practice.

1.2 Faculty members' opinions on the comments in 1.1

Lecturer should assign more cooperative learning tasks to encourage students to apply their knowledge in creative way.

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

Students want to learn from experts from external organizations.

2.2 Faculty members' opinions on the comments in 2.1

Lecturer should apply various digital technology tools to encourage students to learn.

Section 6 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

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2. Other improvements

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3. Suggestions for improvement for Semester 1 Academic year 2025

Suggestions	Time Frame	Responsible person
A plan to invite a guest speaker to talk in the classroom	Week 11	Dr. Nalin Simasathiansophon34

4. Suggestions of faculty member(s) responsible for the course

None

Responsible Faculty Member/Coordinator: Dr.Nalin Simasathiansophon

Signature.......... Submission Date 18 – 06 – 2025

Chairperson/Program Director:

Signature..... Receipt Date