



OBE.3

Bachelor's Degree

Master's Degree

College of Hospitality Industry Management

Course Specification

Course Code: MIB6205

Course Title: Brand Management

Credits: 3(3-0-9)

Program: International Business

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

(CHM)

Semester : 3 **Academic Year :** 2024

Section 1 General Information

1. Code and Course Title :

Course Code: MIB6205

Course Title (English): Brand Management

Course Title (Thai): การจัดการแบรนด์

2. Credits : 3(3-0-9)

3. Curriculum and Course Category :

3.1 Curriculum: Master of Business Administration, Program in International Business (Bilingual Program), Revised in 2024.

3.2 Course Category:

Requirement Courses

Elective Courses

Independent Studies Course

Optional Courses

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course: Dr.Nalin Simasathiansophon

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number 401 Tel. 082-7842162 E-mail nalin.si@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2024

6.2 Number of the students enrolled: 5 students

7. Pre-requisite Course (If any)

Course Code: None Course Title: None

8. Co-requisite Course (If any)

Course Code: None Course Title: None

9. Learning Location

Building: Room 3653, Building 36, College of Hospitality Industry Management, Dusit Campus

10. Last Date for Preparing and Revising this Course:

7th April 2025

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to 4 domains in the following areas of performance:

1.1 Knowledge

- (1) To understand corporate finance concepts and theories
- (2) To apply concepts and theories with case studies in the classroom

1.2 Skill

- (1) To think logically and systematically
- (2) To gather, analyze, and summarize problem and issue
- (3) To research and evaluate data for problem solving

1.3 Ethics

(1) Be honest and moral, able to understand and manage ethical issues and conflicts between received benefits and professional ethics and code of conduct

(2) Maintain discipline, be prompt, and follow the rules and regulations of the organization and society

1.4 Character

(1) Able to perform and take responsibility for tasks assigned according to one's role within the group appropriately

(2) Able to adapt well to others, listen to others' opinions, and understand individual differences

(3) Exhibit leadership and also effectively follow, along with participating in supporting colleagues and solving group problems

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

According to TQF 5 (Thailand Quality Framework 5: HEEd.) for the 2021 academic year, students should develop their abilities as follow:

(1) Define key branding terms such as brand identity, brand equity, and brand positioning.

(2) Explain the importance of branding from consumer, business, and cultural perspectives.

(3) Develop a brand positioning statement for a hypothetical product.

(4) Evaluate the effectiveness of brand communication strategies in advertising campaigns.

(5) Critique brand revitalization and crisis management strategies in real-world scenarios.

Section 3 Characteristics and Operation

1. Course Outline

ความเข้าใจในความหมายของแบรนด์จากมุมมองต่าง ๆ แนวคิด ทฤษฎี และเทคนิคที่เหมาะสมกับการจัดการแบรนด์ การใช้กลยุทธ์และยุทธวิธีเชิงสร้างสรรค์ที่เกี่ยวข้องกับการพัฒนา การวางตำแหน่ง การใช้ประโยชน์และการจัดการแบรนด์ และการสร้างมูลค่าแบรนด์ระดับโลกจากกรณีศึกษา

An understanding of brand definitions from different perspectives, concepts, theories and techniques that are suitable for brand management, implementing creative strategies and tactics related to brand development, positioning, utilizing, and brand managing, and creating global brand value through case studies.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
48 hours	-	96 hours	3+ (if any)

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer’s office: Room No.: 401

Building: Building 36, College of Hospitality Industry Management
(Dusit Campus, SSRU)

3.2 Consulting via office telephone/mobile phone: 082-7842162

3.3 Consulting via E-Mail: nalin.si@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Facebook: [Aj Nalin Simasathiansophon](#)

Line ID: [nalin.sima](#)

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: https://elchm.ssru.ac.th/nalin_si

Section 4 Developing Student's Learning Outcomes

1. Class Learning Outcomes (CLOs)

CLO1: Explain the meaning of brands from different perspectives along with concepts and theories related to brand management and development.

CLO2: Apply creative techniques and strategies in brand development and positioning to utilize and manage brands in highly competitive markets

CLO3: Analyze case studies and apply brand management knowledge and tools to create global brand value while evaluating the impact of strategies used

2. Relationship between Program Learning Outcomes (PLOs) and Course Learning Outcomes (CLOs)

PLOs	Knowledge	Skill	Ethics	Character
PLO1 Identify and explain concepts, theories, and principles related to international business management and entrepreneurship	✓			
PLO 2 Classify the relationships between social, economic, and cultural factors that affect international business operations	✓			
PLO 3 Apply digital knowledge in analyzing and evaluating data to solve problems from case studies for		✓		

PLOs	Knowledge	Skill	Ethics	Character
international business operations, considering accuracy, cost-effectiveness, and efficiency				
PLO4 Analyze economic factors, competition, and consumer demand by distinguishing components and linking data that affect international business operations		✓		
PLO5 Evaluate the impact of business strategies in the international environment using quantitative and qualitative data to support decision-making	✓			
PLO6 Communicate international business information using listening, negotiation, negotiation, and presentation skills		✓		
PLO7 Evaluate and adhere to ethical principles in international business operations, with a responsibility towards society and the environment			✓	
PLO8 Demonstrate leadership and teamwork skills, continuously develop oneself to adapt to changes in the international business environment				✓

Alignment of PLOs and CLOs	CLO 1	CLO 2	CLO 3
PLO 1	✓		
PLO 2			
PLO 3		✓	
PLO 4			✓
PLO 5			
PLO 6			
PLO 7			
PLO 8			

CLOs	Cognitive Domain (Knowledge)						Psychomotor Domain (Skills)	Affective Domain (Attitude)
	R	U	Ap	An	Ev	C		
CLO1		✓						
CLO2			✓					
CLO3				✓				

Cognitive Domain

R=Remembering U=Understanding Ap=Applying An=Analyzing
Ev=Evaluating C=Creating

Psychomotor Domain

1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Naturalization

Affective Domain

1. Receiving/Attending 2. Responding 3. Valuing 4. Organizing 5. Characterizing

Course Learning Outcome (CLOs) aligns with 4 domains of expected learning outcomes

CLOs	Knowledge	Skill	Ethics	Character
CLO1	✓			
CLO2		✓		
CLO3		✓		

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	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	- Interactive lecture with live polling - Brand equity model workshops - Case study analysis (Nike, Coca-Cola) - Brand personality profiling exercise - Group discussions and peer sharing
2	Brand Development and Creative Strategy - Brand naming strategies and techniques - Visual identity creation - Brand storytelling and narrative development - Brand experience design	6	- Brand naming workshop with creative techniques - Visual identity design (logos, colors, typography) - Customer journey mapping exercise - Design tools: Canva - Case studies: Tesla, Airbnb
3	Market Analysis and Competitive Positioning - Competitive analysis frameworks - Data-driven positioning strategies - Economic factors and consumer demand analysis - Creative positioning for competitive markets	6	- Market research and analysis workshop - Perceptual mapping and positioning grids - Blue Ocean Strategy applications - Tools: Porter's Five Forces, SWOT analysis - Real market data analysis exercises
4	Integrated Marketing Communication and Digital Strategy - IMC strategy development - Digital marketing and social media - Creative campaign development - Communication effectiveness measurement	6	- IMC strategy design workshop - Digital marketing tools exploration - Case studies: Old Spice, Dove campaigns
5	Global Brand Management and Cultural Strategy	6	- Cultural intelligence workshop

Week	Topic/Outline	Hours	Learning Activities and Medias
	<ul style="list-style-type: none"> - International business environment analysis - Cross-cultural brand management - Cultural adaptation vs. standardization - Global brand expansion frameworks 		<ul style="list-style-type: none"> - Hofstede's cultural dimensions application - Global brand case study analysis - International strategy development exercise - Case studies: McDonald's, Starbucks, IKEA - Cultural adaptation simulation
6	<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	<ul style="list-style-type: none"> - Crisis communication workshop - Brand recovery strategy development - Stakeholder management under pressure - Case studies: Johnson & Johnson, Volkswagen, United Airlines
7	<p>Advanced Case Study Analysis and Strategic Application</p> <ul style="list-style-type: none"> - Multi-dimensional case analysis techniques - Quantitative and qualitative analysis methods - Strategic recommendations development - Performance measurement frameworks 	6	<ul style="list-style-type: none"> - Individual case analysis workshop - Advanced analytical techniques training - Peer consultation and feedback sessions - Data triangulation and validation methods - Major case studies: Apple, Tesla, Netflix - Strategic options development exercise
8	<p>Capstone Presentations and Final Assessment</p> <ul style="list-style-type: none"> - Brand analysis presentations - Brand recovery strategy presentations - Course integration and reflection 	3	<ul style="list-style-type: none"> - Individual brand analysis presentations (15 min each) - Group brand recovery strategy presentations - Peer evaluation and feedback sessions - Course reflection
	Final Examination	3	Paper test
Total		48	

2. Learning Assessment Plan

Class Learning Outcomes (CLOs)	Evaluate Weight (%)
CLO1: Explain the meaning of brands from different perspectives along with concepts and theories related to brand management and development.	- Final Exam 30% - Brand Analysis Presentation 20%
CLO2: Apply creative techniques and strategies in brand development and positioning to utilize and manage brands in highly competitive markets	- Creative Strategy Exercises 30%
CLO3: Analyze case studies and apply brand management knowledge and tools to create global brand value while evaluating the impact of strategies used	- Brand Recovery Strategy Report 20%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.

Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson.

Minsky, L., & Geva, I. (2019). *Global brand management: A guide to developing, building & managing an international brand*. Kogan Page.

2. Important Documents for Extra Study

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media marketing research: Perspectives and research propositions. *Journal of Marketing*, 84(1), 86-104.

<https://doi.org/10.1177/0022242919873776>

- Coombs, W. T. (2024). The mitigation of brand crises: Towards broader, deeper and more diverse research directions. *Journal of Marketing Management*, 40(7-8), 665-691. <https://doi.org/10.1080/0267257X.2024.2313306>
- Hornikx, J., Janssen, A., & O'Keefe, D. J. (2023). Cultural value adaptation in advertising is effective, but not dependable: A meta-analysis of 25 years of experimental research. *International Journal of Advertising*, 42(8), 1304-1329. <https://doi.org/10.1177/23294884231199088>
- Kosteljik, E., & Alsem, K. J. (2020). *Brand positioning: Connecting marketing strategy and communications*. Routledge.

3. Suggestion Information (Printing Materials/Website/CD/Others)

- Ebneyamini, S., & Moghadam, M. R. S. (2018). Toward developing a framework for conducting case study research. *International Journal of Qualitative Methods*, 17(1), 1-11. <https://doi.org/10.1177/1609406918817954>
- Keller, K. L., & Lehmann, D. R. (2019). Consumer research insights on brands and branding: A JCR curation. *Journal of Consumer Research*, 46(5), 995-1001. <https://doi.org/10.1093/jcr/ucz058>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Interviewing students during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.

- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, interview, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assess process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.