

I. Thông tin chung

Học phần: Xây Dựng & Quản Trị Thương Hiệu Số tín chỉ: 2

Mã học phần: 72ADVE40143 Mã nhóm lớp học phần: 231_72ADVE40143_01

Thời gian làm bài: 20 phút/ nhóm Hình thức thi: Bài tập lớn (có thuyết trình)

SV được tham khảo tài liệu: Có Không

Giảng viên nộp đề thi, đáp án Lần 1 Lần 2

II. Các yêu cầu của đề thi nhằm đáp ứng CLO

(phần này phải phối hợp với thông tin từ đề cương chi tiết của học phần)

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO 1	Apply knowledge of economics and management to identify, explain, analyze issues of building and managing brand in term of communication	Group Assignment	10		1	PI 1.2
CLO 2	Suggest effective solutions, develop comprehensive strategies, and plans to build and manage brands to meet business goals.	Group Assignment	20		2	PI 3.2
CLO 3	Integrate brand management model to build a new brand and techniques and tactics to production, coordination, and implementation of brand management for businesses.	Group Assignment	30		3	PI 7.2
CLO 4	Proficiently apply research methods to develop a brand-building plan and schedule for detailed implementation of brand management for businesses	Group Assignment	30		3	PI 8.2
CLO 5	Demonstrate a sense of self-study, independent work and lifelong learning spirit	Group Assignment	10		1	PI 9.2

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II. Nội dung đề thi

I. Requirements

Create an IMAGINARY brand, including its name and logo, and develop appropriate brand management strategies and propose the brand communication campaign with a new set of CIP and its applications.

II. Outline

PART 1: RESEARCH OVERVIEW (Note that analytical information must be related to the idea of launching a new product or brand and have specific data and clear sources)

1. Overview of target market
2. Analyze the macro environment (factors affecting the formation of new brand ideas)
3. Competitors (Direct/ Indirect competitors/ Compare with competitors in the industry(Select important criteria and create a comparison table between competitors)/ Likelihood of new competitors entering the market (opportunities, barriers)...))

PART 2: BRAND STRATEGIES

1. Business initiatives

- a. Brand introduction (Name of newly established business, staff, business scale,

locations...)

- b. Business idea, purpose of the birth of the brand, SWOT analysis
- c. The brand's development potentials
- 2. Brand overview
 - a. Brand name & slogan (meaning explained)
 - b. Brand mission/ Brand vision/ Core values
 - e. Brand personality/ Brand essence/ mantra
 - f. Brand story/ promise
 - g. Brand Positioning
 - h. Brand directions according to the CBBE model
 - i. Positioning strategy/ Brand positioning map (choose the 2 most important attributes and analyse the new brand's position compared to competitors)
- 3. Marketing-mix strategy
 - a. Product (feature description, product benefits, production process, product lines...)
 - b. Pricing (selling price, costs that make up the selling price, factors affecting the selling price...)
 - c. Place (distribution channels and locations...)

PART 3: CIP

- 1. Brand name
- 2. Logos
- 3. Slogans
- 4. Color
- 5. Symbols
- 6. Jingle
- 7. Design and packaging
- 8. Others: office publications, uniforms, brand communication applications (standees, billboards, website, fanpage, social posts...)

PART 4: BRAND COMMUNICATION (first 6 months of launching the new brand)

- 1. Goal setting (SMART objectives)
Corporate goals/ Marketing goals/ Communication goals
- 2. Identify target audience of the campaigns (S-T-P, customer insights...)
- 3. Identify key communication ideas, messages and implementation methods (over

the period of 6 months)

- a. Identify key media ideas and messages
- b. Select communication channels (Paid/ Owned/ Earned) and ways of implementation

4. Budget

5. Control/ audit

III. Submission form:

- Format: Submit group presentation material via email and via CTE exam page on online account (group leader)

- Time: 10 days after the end of the module

IV. Note:

- Submit your assignment on time
- Email submission with attached individual work evaluation sheet in the group
- Send essay pdf files and other illustration files (if any)
- File name & email: "GROUP NAME-BRAND NAME"

V. Evaluation:

Score structure:

In-class presentation role (60%) – Counter-argument role (20%) – File submission (20%)

In-class presentation (60%):

Market overview	Brand strategies	CIP	Brand communications	Organization/ Presentation/ Discussion
15%	25%	20%	25%	15%

Counter-argument role (20%)

Format:

Each team will be rotated in 2 roles:

-1st role: proposing the new brand initiatives, along with brand campaign and a new set of CIPs for the business. (60%)

- 2nd role: the role of the share-holders/ board of directors to review, critique and put

questions for the presentation group. (20% of final assessment score)

File submission (20%)

Final presentation file will contribute 20% of the total final assessment score.

Link for CIPs reference:

<https://drive.google.com/drive/u/1/folders/1dtC152i9gjQX9uZp4aApxju1e7jQbmeQ>

TP. Hồ Chí Minh, ngày 15 tháng 11 năm 2023.

NGƯỜI DUYỆT ĐỀ



TS. Lý Lê Tường Minh

GIẢNG VIÊN RA ĐỀ



ThS. Phạm Nguyễn Vy Hạ

Rubric: Group assignment**Rubric: Group Presentation**

Criteria	Weight %	Good 8-10	Fair 7	Average 5-6	Weak 0-4
Time	5	On time	On time, little late	Late	Do not perform
Attitude	5	Full attendance of members	Attended nearly enough, missing 1-2 members	Half of the members attended	Only attend 1-3 members
Content	50	Course-relevant and topic-relevant, and excellently provide content required in the brief. Clarify case studies on brand management in Vietnam, full information about brand	Course-relevant and topic-relevant. Sufficiently provide content required in the brief. Clarify case studies on brand management in Vietnam, not full information about brand	Course-relevant and topic-relevant. On overall, provide enough information required by the brief. Without information about brand	Content are relevant to the topic and requirements of the brief, but sometimes inconsistent/irrelevant.
Presentat ion	30	Present confidently, coherently, and attract the audience. There is an even and reasonable division of presentations among members	Confident presentation. There are a few stumbling blocks	Presentation is not engaging. The voice is even, without incorporating bodylanguage elements.	Discrete presentations, no meanings
Answer questions	10	Very clear	Not really clear	Not clear	No answer

Rubric: Group Report

Criteria	Weight %	Good 8-10	Fair 7	Average 5-6	Weak 0-4
Research	10	Research carefully and in detail about the advertising strategy	Research is not thorough and detailed is not specific	Non-specific detailed research	Do not carry out the research process
Ideas	20	Innovative ideas, breakthroughs	Innovative ideas, no difference yet	Uncreative	No creativity
Structure	20	Systematic & logical approach to the topic & discussed in an informed way. Each section explicitly linked to the next part. The structure and flow of materials are clear.	Systematic & logical approach to the topic. Each section explicitly linked to the next part. The structure and flow of materials are clear.	Generally, systematic & logical approach to the topic.	There's discussion of the topic and little analysis but inconsistent approach.
Content	50	Course-relevant and topic-relevant, and excellently provide content required in the brief. Have an initiative idea for new brand, clarify brand positioning, develop brand communication plan, full corporate identity program	Course-relevant and topic-relevant. Sufficiently provide content required in the brief. Have a good idea for new brand, clarify brand positioning, develop brand communication plan, not full corporate identity program	Course-relevant and topic-relevant. On overall, provide enough information required by the brief. Have a good idea for new brand, clarify brand positioning, develop brand communication plan, without corporate identity program	Content are relevant to the topic and requirements of the brief, but sometimes inconsistent/irrelevant.