

VAN LANG UNIVERSITY
FACULTY OF COMMERCE – MARKETING DEPARTMENT

FINAL EXAM PAPERS
Semester 1, School Year 2023 - 2024

Course Code: 7QT0130

Course Name: Brand Management

Class Code: 231_7QT0130_01

Time of Preparation (minutes/day): Follow 15 stage (180 minutes/day)

Type of Final Exam: **Project (Do a Presentation & Write a Report)**

Submission method (The lecturer specifies the request): Upload PPT or PDF (for Presentation) & Word (for Báo Cáo) on E-Learning and CTE (as required by the lecturer)

Notes:

- Students type directly on the answer box of the exam system;
- Upload work files (word, excel, pdf...);
- Upload images of assignments (only for cases of charting, special calculation formulas).

The lecturer submits the exam questions and answers including **the 1st and 2nd** time.

Format of Final Exam:

- Type of Exam: Group Presentation and Group Report
- Submission format: Presentation file and Report file are presented professionally and use a professional and formal style
- Submission File: (Presentation & Report)
 - The cover page includes course code and name, assignment number and title, evaluator's name and full name(s) of participating student(s) and includes each student's "Student ID"
 - A content page with a list of all headings and page numbers (table of contents) is required
 - The main contents required:
 - Business Introduction (Brand Story, Visions and Missions, Brand Objectives)
 - Analysis of Customers, Competitors and PESTEL Models
 - Strategic Brand Solutions [Brand Positioning (POP, POD, Brand Mantra); Brand Elements, Brand Resonance, Integrated Branding Communications; Secondary Brand Associations]
 - Estimated Budgets for Branding Activities
 - Evaluation and Recommendation
- Ensure: "Authority" in the process of project making

- Note: Plagiarism is not acceptable. Students must cite all sources and enter information by paraphrasing, summarizing, or using direct citation. A “Failure” score is given when determining “Parasite” in a student's performance. There are no exceptions for intentional violations
- Your proofs/findings must be cited using the APA Citation Style.
- This test uses Times New Roman font, font size 13 and line spacing 1.5
- Word limit: None

Topic: “Build A Branding Strategy for A New Product/ Service/ Organization”

Guide students to present: Groups in class will conduct research, analysis, and evaluation of required elements related to their own projects, and then develop them as a presentation presented to the lecturer. The groups then are required to send the report (electronic file) to the lecturer according to the set time.

Assessment Rubric: Requirement and Evaluation are sent to students before the final exam time is started (attached in the Syllabus file)

Compilation Date: 29/08/2023

Compiled by Lecturer: MComm. Khanh Duy NGUYEN

Censorship Day: 23/11/2023

Head (Deputy) Faculty/Department censor exam papers: Nguyen Van Tam, MBA

After checking the exam papers, **the Head (Deputy) of the Faculty/Department** sends it to the Testing Center via email: khaothivanlang@gmail.com including word file and pdf file.