

ĐỀ THI VÀ THANG ĐIỂM
THI CUỐI HỌC KỲ
Học kỳ 1, năm học 2024-2025

I. Thông tin chung

Tên học phần:	XÂY DỰNG & QUẢN TRỊ THƯƠNG HIỆU		
Mã học phần:	72BRAN40442	Số tin chỉ:	2
Mã nhóm lớp học phần:	241_72BRAN40442_01		
Hình thức thi: Đồ án (có thuyết trình)	Thời gian làm bài:	10	Ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
Yêu cầu:	Tên file: Group Report - Mã lớp - Mã Nhóm		

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

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)
CLO2	Suggest effective solutions, develop comprehensive strategies, and plans to build and manage brands to meet business goals.	Group Presentation & Report	30%		3	PI 3.2
CLO3	Integrate brand management model to build a new brand and techniques and tactics to production, coordination, and implementation of brand management for businesses.		30%		3	PI 7.2
CLO4	Proficiently apply research methods to develop a brand-building plan and schedule for detailed implementation of brand management for businesses		30%		3	PI 8.2
CLO5	Demonstrate a sense of self-study, independent work and lifelong learning spirit.		10%		1	PI 9.2

III. Nội dung đề bài

1. Đề bài

In this assignment, you will work in groups to develop a new product/service brand and create a comprehensive launch campaign for the newborn brand. This task will allow you to apply the concepts of brand development, creativity, and strategic thinking you have learned in this module. Your focus will be on the brand's identity and the strategies for introducing the brand to the market, rather than a detailed marketing plan for selling the new product/service.

Recommended Components & Score structure

1. Product/Service Define

- Define the product/service that your brand will represent (Points of parity & difference)
- Identify the target audience for your brand
- Conduct a brief competitive analysis to understand the market landscape
- Identify potential market trends that may impact the brand's introduction
- Develop a brand position and a unique selling proposition (USP) that differentiates your brand from competitors.

2. Brand Concept Development

- Create a brand name, logo, and tagline
- Outline the brand's mission, vision, and values
- Develop a brand story/manifesto that resonates with your target audience (*Having a brand manifesto video is a plus*)
- Create a brand style guide, including visual elements (color palette, icons, images, typography,...), brand personality, verbal style (tone of voice), and music elements (if any)

3. Launch Campaign Strategy

- Outline the key objectives of the launch campaign
- Describe the campaign's theme and main messaging
- Propose key channels, activities (Events, influencer partnership, PR, social media,...), and key assets to attract attention and maximize engagement
- Develop a timeline for the rollout of the brand launch
- KPI

4. Presentation & Cross-Assessment

- Deliver an up to 60-minute presentation to explain your brand concept and strategy
- Be ready to answer questions from your peers and instructor.
- Listen carefully to other groups' presentations, ask valid questions, and/or make legitimate suggestions.

2. Hướng dẫn thể thức trình bày đề bài

- Work in groups of 6-7 people. Embrace diversity and inclusivity.
- Presentation and Work Report: PowerPoint slides of a maximum of 36 slides covering all components listed above. Slide 36 contains a list of team members, roles, and self-assessment of the level of dedication to the group work.
- Use a clean, proper design and clear writing style.
- Cite information sources sufficiently in the slide where the information/data is being

presented.

Submission

- The order of group presentation will be determined by drawing lots.
- Submit your final work report (presentation) via email and the CTE exam page on your online account.
- Late submissions will be penalized 10% of the final score.

3. Rubric và thang điểm

Rubric 3a: Group Presentation

Criteria	Weighting (%)	Excellent 80-100%	Good 60-79%	Average 40-59%	Fail under 40%
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 - Product & service define -Brand concept development - Launch campaign strategy	70	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 is relevant to the topic and requirements of the brief, but sometimes inconsistent/irrelevant.
Presentation	10	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 body language elements.	Discrete presentations, no meanings
Q&A	10	Very clear	Not really clear	Not clear	No answer

Rubric 3b: Group Report

Criteria	Weighting (%)	Excellent 80-100%	Good 60-79%	Average 40-59%	Fail under 40%
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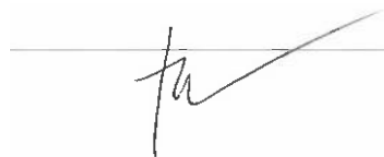
Ideas	20	Innovative ideas, breakthroughs	Innovative ideas, no difference yet	Uncreative	No creativity
Structure	20	Systematic & logical approach to the topic & discussed in an informed way. Each section explicitly linked to the next part. The structure and flow of materials are clear.	Systematic & logical 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	60	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.

TP. Hồ Chí Minh, ngày 15 tháng 11 năm 2024.

NGƯỜI DUYỆT ĐỀ

GIẢNG VIÊN RA ĐỀ

TS. Võ Văn Tuấn



ThS. Nguyễn Thu Trang