TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 2, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Quản Trị Thương Hiệu			
Mã học phần:	72MRKT40063		Số tin chỉ:	3
Mã nhóm lớp học phần:	242_72MRKT40063_01			
Hình thức thi: **Dự án/Đồ án/Bài tập lớn/Tiểu luận**		Thời gian làm bài:	**180**	Phút/ ngày
☐ Cá nhân		☒ Nhóm		
Quy cách đặt tên file	*72MRKT40063_Brand Management_242_72MRKT40063_01_Group Name*			

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 06/04/2025**.

1. Formatting Guide

- Font: Times New Roman
- Size: 13
- Guidance for naming exam files: ***72MRKT40063_Brand Management_242_72MRKT40063_01_Group Name***
- Type of Exam: Group Presentation and Group Report

- The representative of each group submits a soft copy of your finished work at the end of the semester. The soft copy should be submitted through the CTE website of VLU and on the E-learning system.

2. Sending Assignment Cover Sheet

After approving the assignment cover sheet, answers/rubric, the Head of Department/ the send assignment cover sheet to Trung Tam Khao Thi via email khaothivanlang@gmail.com including Word and Pdf files (compress and set a password for the compressed file) + messaging + naming via tel no. **0918.01.03.09** (Phan Nhất Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Asessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching ELO
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Apply in-depth knowledge of Marketing in market research, advertising, and promotion; Brand development, customer relationship management	Group Project (with Presentation)	20%	1	2.0	ELO3
CLO2	Applying in-depth knowledge of Marketing in sales management, market development, etc. at businesses, or can set up their own business	Group Project (with Presentation)	20%	1	2.0	ELO4
CLO3	Proficient use of information technology and English to communicate with stakeholders in a multicultural environment	Group Project (with Presentation)	10%	1	1.0	ELO5
CLO4	Leverage teamwork and independent work	Group Project (with Presentation)	10%	1	1.0	ELO6
CLO5	Apply reasoning skills and multi-dimensional thinking to effectively	Group Project (with Presentation)	10%	1	1.0	ELO7

	solve problems related to expertise					
CLO6	Strong sense of ethical values and legal frameworks in academic and working freedom	Group Project (with Presentation)	10%	1	1.0	ELO10
CLO7	Demonstrate a progressive mindset in the profession, a sense of the need for lifelong learning; and the perseverance to pursue individual and organizational goals	Group Project (with Presentation)	10%	1	1.0	ELO11
CLO8	Showing a sense of civic responsibility and community responsibility	Group Project (with Presentation)	10%	1	1.0	ELO12

III. Assignment Requirement

1. Topic: Build A Branding Strategy for A New Product/ Service/ Organization

Guide students to implement: 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.

Assignment Tasks and Requirements:

- 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, Introduction of Branded Product (Service))
  - Analysis of Customers, Competitors and PESTEL Models
  - Strategic Brand Solutions [Brand Positioning (POP, POD, Brand Mantra), Brand Architecture, 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

2. Style and Formatting Guide
- Font: Times New Roman
- Size: 13
- Guidance for naming exam files: *72MRKT40063_Brand Management_242_72MRKT40063_01_Group Name*
- Type of Exam: Group Presentation and Group Report

- The representative of each group submits a soft copy of your finished work at the end of the semester. The soft copy should be submitted through the CTE website of VLU and on the E-learning system.

3. Grading and Rubric

Criteria	Weighing (%)	Very Good 8-10 pts	Good From 6.5 – under 8 pts	Average From 5 to under 6.5 pts	Poor Under 5

Presentationon Time & Report Format	20%	- Perfect timing - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other	- Adequate Timing (± 30 seconds) - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other	- Too short or too long (± 1 minute) - Slide Quality: Layout & Visual averagely clear and clean - The group works well, shares and supports each other	- Finish abruptly (over ± 1 minute) - Slide Quality: Layout & Visual unclear and unclean - The group works well, shares and supports each other
Report Content	30%	- Very well precise, scientific - Use numbers and academic researches for evidence - Sequence information and ideas logically and skillfully; coherent progression throughout	- Mostly precise, scientific, still produce occasional errors - Use numbers and academic researches for evidence, still lack of accuracy - Arrange information and ideas quite logically; clear progression throughout	- Some precise and scientific, may make some errors - Limited use numbers and academic researches for evidence information and ideas relatively logically	- Limited precise and scientific, make noticeable errors - No numbers and academic researches for evidence - Lacks structure and is difficult to follow.
Understanding and Relating to Foundation Marketing Knowledge	20%	- Have a deep understanding of foundation Marketing knowledge and could relate to those theoretical parts, linking them perfectly to real-life application	- Express quite clear and thorough understanding. Could relate to Marketing knowledge with some demonstration on real-life application	- Express some understanding and basic application	- No understanding of foundation knowledge, no relation between theory and practical application.
Presentation skills	20%	- Present issues and arguments attractively and persuasively - Very good interaction with audience	- Present clearly but unattractive; arguments are quite persuasive - Good interaction with audience	- Difficult to follow but still able to understand important contents - Inadequate interaction with audiences	- Present unclearly, may not understand - No interaction with audiences

Q&A	10%	- Answer all questions correctly	- Answer all questions, still some errors	- Answer some questions	- Cannot answer

Internal Verifier

Ho Chi Minh City, 20th March 2025
Lecturer

PhD. Trần Nguyễn Hải Ngân

MComm. Nguyễn Khánh Duy