

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 3, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Quản Trị Thương Hiệu		
Mã học phần:	72MRKT40063	Số tín chỉ:	3
Mã nhóm lớp học phần:	243_72MRKT40063_01		
Hình thức thi: Dự án/Đồ án/Bài tập lớn/Tiểu luận	Thời gian làm bài:	180	Phút/ ngày
<input type="checkbox"/> Cá nhân		<input checked="" type="checkbox"/> Nhóm	
Quy cách đặt tên file	72MRKT40063_Brand Management_243_72MRKT40063_01_Group Name		

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_243_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	Weighting (%)	Very Good 8-10 pts	Good From 6 – under 8 pts	Average From 5 to under 6 pts	Poor Under 5
Presentationon Time & Report Format	20%	<ul style="list-style-type: none"> - Perfect timing - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Adequate Timing (\pm 30 seconds) - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Too short or too long (\pm 1 minute) - Slide Quality: Layout & Visual averagely clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Finish abruptly (over \pm 1 minute) - Slide Quality: Layout & Visual unclear and unclean - The group works well, shares and supports each other
Report Content	30%	<ul style="list-style-type: none"> - Very well precise, scientific 	<ul style="list-style-type: none"> - Mostly precise, scientific, still 	<ul style="list-style-type: none"> - Some precise and scientific, 	<ul style="list-style-type: none"> - Limited precise and

		<ul style="list-style-type: none"> - Use numbers and academic researches for evidence - Sequence information and ideas logically and skillfully; coherent progression throughout 	<ul style="list-style-type: none"> produce occasional errors - Use numbers and academic researches for evidence, still lack of accuracy - Arrange information and ideas quite logically; clear progression throughout 	<ul style="list-style-type: none"> may make some errors - Limited use numbers and academic researches for evidence information and ideas relatively logically 	<ul style="list-style-type: none"> 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%	<ul style="list-style-type: none"> - Have a deep understanding of foundation Marketing knowledge and could relate to those theoretical parts, linking them perfectly to real-life application 	<ul style="list-style-type: none"> - Express quite clear and thorough understanding. Could relate to Marketing knowledge with some demonstration on real-life application 	<ul style="list-style-type: none"> - Express some understanding and basic application 	<ul style="list-style-type: none"> - No understanding of foundation knowledge, no relation between theory and practical application.
Presentation skills	20%	<ul style="list-style-type: none"> - Present issues and arguments attractively and persuasively - Very good interaction with audience 	<ul style="list-style-type: none"> - Present clearly but unattractive; arguments are quite persuasive - Good interaction with audience 	<ul style="list-style-type: none"> - Difficult to follow but still able to understand important contents - Inadequate interaction with audiences 	<ul style="list-style-type: none"> - Present unclearly, may not understand - No interaction with audiences
Q&A	10%	<ul style="list-style-type: none"> - Answer all questions correctly 	<ul style="list-style-type: none"> - Answer all questions, still some errors 	<ul style="list-style-type: none"> - Answer some questions 	<ul style="list-style-type: none"> - Cannot answer

Internal Verifier

Ho Chi Minh City, 23th June 2025

Lecturer



PhD. Trần Nguyễn Hải Ngân

MComm. Nguyễn Khánh Duy