**MKT 465: BRAND MANAGEMENT**

**GROUP QUIZ**

North South University is an established brand name in the country. Recently, in the School of Business, there have been some changes in structure and the school has been divided into different departments. You are currently under the Department of Marketing and International Business. Since the web is a strong branding bolster, particularly for services, think of a department website that would enhance the brand value of the department (Why would a prospective student want to be in this department). You may assume that NSU is a corporate brand and the department is a brand extension.

Have a look at the department websites of some local and international universities. Check for best practices and failure points. Keeping them in mind, you need to come up with your own brand elements, tagline, any nickname (quasi-brands) for the department and design a layout for the website. Remember to focus on the brand elements and how it transcends into the corporate brand.

Some generic information about the courses and the department Faculty members are given below.

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| **Courses** | **Titles** | **Credits** |
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| MKT 337 | Promotional Management | 3 |
| MKT 344 | Consumer Behavior | 3 |
| MKT 460 | Strategic Marketing | 3 |
| MKT 470 | Marketing Research | 3 |

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| **They have to take additional 2 courses (6 credits) from the following:** | | |
| MKT 382 | International Marketing | 3 |
| MKT 412 | Services Marketing | 3 |
| MKT 417 | Export-Import Management | 3 |
| MKT 445 | Sales Management | 3 |
| MKT 450 | Marketing Channels | 3 |
| MKT 465 | Brand Management | 3 |
| MKT 480 | Direct Marketing | 3 |
| **Total Credits** | | **18** |

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| **Courses** | **Titles** | **Credits** |
| **Students majoring in this area must take the following three courses (9 credits):** | | |
| MKT 382 | International Marketing | 3 |
| FIN 444 | International Financial Management | 3 |
| INB 480 | Global Business Strategy | 3 |
| **They have to take additional 3 courses (9 credits) from the following:** | | |
| ECO 328 | International Economics | 3 |
| FIN 445 | International Financial Institutions | 3 |
| INB 350 | International Business Negotiations | 3 |
| INB 355 | Country Risk Analysis | 3 |
| INB 410 | International Competitiveness | 3 |
| INB 440 | Foreign Trade of Bangladesh | 3 |
| MKT 417 | Export-Import Management | 3 |
| **Total Credits** | | **18** |

| **Sl. No.** | **Name of the faculty member** | **Designation** | **Academic qualifications** |
| --- | --- | --- | --- |
| 1. | Dr. Tamgid Ahmed Chowdhury (Tmr) | Assistant Professor  (**Dept. Chairman**) | PhD (Macquarie University, Australia)  MBA major in Marketing (North South University)  BSS and MSS in Economics (Dhaka University) |
| 2. | Mr. Syed Kamrul Islam (SKi) | Senior Lecturer | MBA (Webster University, USA) |
| 3. | Ms. Zarjina Tarana Khalil (ZTK) | Senior Lecturer | Masters of Marketing (Griffith University, Australia)  BBA (North South University) |
| 4. | Mr. Shafquat Kabir (SqK) | Senior Lecturer | MBA, Asian Institute of Technology (Thailand)  BBA (Dhaka University) |
| 5. | Ms. Aditi Mansur Mahmud (AMd) | Lecturer | Masters of INB (Swinburne University of Technology, Australia)  BA (Hon’s) (Delhi University) |
| 6. | Mr. Samy Ahmed (SyA)  [samy@northsouth.edu](mailto:samy@northsouth.edu) | Lecturer | MBA (University of Nebraska, USA)  BBA (State University of Nebraska, USA) |
| 7. | Ms. Ishrat Jahan Synthia (IJS) | Lecturer | Ms (Macquarie University, Australia)  BBA (North South University) |
| 8. | Mr. Md. Anwar Sadat Shimul (AWS) | Lecturer | MBA in Marketing (Ryerson University, Canada)  BBA in Marketing and Finance (NSU) |
| 9. | Ms. Samira Rahman (Smi) | Lecturer | Master’s (University of Sheffield, UK)  Bachelor, East West University |
| 10. | Ms. Ruhaini Fatema Islam (RHF) | Lecturer | MBA in Marketing (National University of Singapore)  BBA (IBA, Dhaka University) |
| 11. | Mr. Md. Shahedur Rahman (Shu)  [shahed.rahman@northsouth.edu](mailto:shahed.rahman@northsouth.edu)  1781 01713002259  NAC-731 | Lecturer | MBA in Marketing and E-business (University of Technology, Australia)  Bachelor of Business (Central Queensland University, Australia) |
| 12. | Ms. Nasira Siddika (NsD) | Lecturer | MBA in Marketing (Cardiff University, UK)  BBA in Marketing (NSU) |
| 13. | Mr. Ujal Ibrahim (Ujb) | Lecturer | MS in Strategic Communication (Texas Christian University, USA)  BS in Microbiology and Communications (Brigham Young University, USA) |
| 14. | Mr. Rafsan Elahi (RfE) | Lecturer | MSc in Marketing (University of Glasgow)  BBA in Marketing and HRM (NSU) |
| 15. | Ms. Tasmia Ekram (TsE) | Lecturer | MSc in Marketing (University of Glasgow)  BBA in Marketing and HRM (NSU) |
| 16. | Ms. Farzana Choudhury (FzY) | Lecturer | MSS in Marketing and International Business (Stockholm University, Sweden)  BSS in Marketing (Stockholm University, Sweden) |
| 17. | Mr. Tasnim M Taufique Hossain | Lecturer | Masters of Advertising and Marketing (University of Leeds, UK)  BBA in Finance and Accounting (NSU) |
| 18. | Mr. Varqa Shamsi Bahar (VsB) | Lecturer | MSc in Marketing (University of Hull, UK)  BBA (American International University) |
| 19. | Mr. Md. Sakif Amin (SkF) | Lecturer | MBA in Marketing (Texas Tech University, USA)  BBA in Finance and Marketing (NSU) |
| 20. | Ms. Adina Malik (ALK) | Lecturer | Masters in INB (Grenoble Ecole De Management, France)  BSC in Accounting and Finance (LSE, UK) |
| 21. | Ms. Sherina Idrish (SeH) | Lecturer | Masters of Business (Monash University, Australia)  BBA in Marketing (NSU) |
| 22. | Ms. Mehree Iqbal (MeI) | Lecturer | MSC in International Business and Entrepreneurship (University of Glasgow, UK)  BBA (North South University) |
| 23. | Ms. Kashfah Mahmood Khan  Chowdhury (Kdc) | Lecturer | Masters of Arts (McMaster University, UK)  BBA in HRM (NSU) |
| 24. | Mr. Omar Nasif Abdullah (Onf) | Lecturer | MSc in Marketing (University of Manchester, UK)  BBA in Marketing (Shahjalal University of Science and Technology) |
| 25. | Ms. Farhana Habib Zinnia (FHZ)  01715085202 NAC-731  farhana\_habib89@yahoo.com | Lecturer | M. Com in Marketing (Macquarie University, Australia)  BBA in Marketing and Accounting & Finance (NSU) |
| 26. | Mr. Moniruzaman (Mru) | Sr. Lecturer  (Part-time) | PhD in Marketing Communication (continuing ) (Deakin University, Australia)  Hon’s and Masters in Marketing (DU) |
| 27. | Ms. Shahleena Naheed (Sne) | Lecturer | MBA (California State Polytechnic University, Pomona, USA)  BBA in Marketing and INB (NSU) |
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| 28. | Mr. Ahmed Shahriar Ferdous (AsF) | Lecturer | Masters of Marketing Management (Griffith University, Australia) |
| 29. | Mr. Zaheed Halim (ZeH) | Lecturer | MA (Cranfield University, UK) |
| 30. | Mr. Abdullah Al Faruq (AFq) | Lecturer | MA (University of Bradford, UK) |
| 31. | Mr. Mehdi Hussain (MdH) | Sr. Lecturer | MBA (William Paterson University, USA) |
| 32. | Ms. Samia Ferdous Hoque (SFq) | Sr. Lecturer | MA (University of Bradford, UK) |
| 33. | Mr. Moinul Mostafa (MMf) | Lecturer | MS (University of Wollongong, Australia) |
| 34. | Mr. Bashir Hussain (BHn) | Sr. Lecturer | MBA (William Patterson University, USA)  B. Com (Hon’s) Marketing (Dhaka University) |
| 35. | Mr. Mohammad Faisol Chowdhury | Sr. Lecturer | M. Com in HRM and Industrial Relations (University of Western Sydney, Australia)  BBA in HRM and Business Law (Charles Sturt University, Australia) |
| 36. | Mr. Rashedur Rob Chowdhury | Lecturer | MSC in Marketing and Strategy (University in Warwick, UK) |
| 37. | Mr. Mir Ahasan Kabir | Lecturer | MA in Economics (York University, Canada) |
| 38. | Mr. Tanvir Ahmed Khan | Lecturer | MBA (University of East London, UK)  BBA (NSU) |
| 39. | Ms. Sabrina Akbar | Lecturer | MBA (Georgia State University) |
| 40. | Mr. M Saidur Rahman | Lecturer | MSC in International Management and Marketing (Queen Mary University, UK), MBA (NSU) |
| 41. | Mr. Asef Hassan (Aef) | Lecturer | MBA in Marketing and Communication (University of Canberra, Australia)  BBA in Marketing and HRM (Dhaka University) |