

## **Building a brand name for universities: A case study of Ho Chi Minh City Open University**

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### **Appendix 1. Interview questions**

Dear Expert, I am currently working on a research project titled “Building a Brand Name for Universities: A Case Study of Ho Chi Minh City Open University.” I would greatly appreciate it if you could discuss and provide insights on this topic. Your input will be used for academic research purposes and will be kept confidential.

#### ***Discussion questions:***

##### **Building the Brand (Branding general):**

1. Can you describe the brand of Ho Chi Minh City Open University (OU)?
2. What are the core values, goals, and mission of OU?
3. Do you feel compelled or pressured to strengthen the university’s brand?
4. Why? What makes you feel this pressure?
5. Do you consider branding as a marketing activity?
6. Does OU actively invest in branding? (Time/Money)

##### **Brand Identification:**

1. Does the university focus on building long-term relationships with students?
2. What activities are used to create these relationships?
3. Does the university view students as ambassadors? Are they important? What do they contribute to the university’s brand identification?

##### **Brand Architecture:**

1. How are marketing activities organized at OU? Who is responsible for specific decisions? How are meetings conducted, and who participates?
2. From an organizational perspective, how do you develop a brand strategy for OU?
3. Do you notice differences in branding across different departments?
4. (If yes) Do you think these differences hinder the brand’s potential?
5. Does OU have partnerships with other institutions? (In what form)
6. (If yes) Do you utilize these partnerships in your brand-building activities?

##### **Brand Awareness/Social Media:**

1. Do you use online marketing communication?
2. What media do you use? (advertising, newsletters, magazines, billboards)
3. Do you participate in advertising campaigns?
4. Do you use social media? (Instagram, Facebook, Twitter, LinkedIn)
5. Do you have a posting strategy (guidelines, content plan) when posting content?

6. Does your guidance/strategy include rules for responding to posts related to OU?
7. Do you monitor feedback from social media posts?

**Brand Reputation:**

1. How do you position the university's brand? What attributes and favorable characteristics are you trying to communicate to the public? Additionally, are there any benefits to choosing the university that you want to emphasize? (such as new technology, excellent learning facilities, numerous student clubs, scholarships, international environment)
2. In your opinion, what is the university most renowned for? Are you satisfied with it?
3. How do you gather feedback about the reputation/brand of the university?

In your opinion, what are the challenges that must be faced when building a university brand?

**Thank you for your cooperation**

**Appendix 2. Interview participants**

<b>1</b>	<b>Expert 1</b>
The field of expertise	Economics
Academic Rank/Degree	Professor, PhD
Position	University Leadership
Experience	Over 20 years of professional experience
<b>2</b>	<b>Expert 2</b>
The field of expertise	Business Administration - Branding - Marketing
Academic Rank/Degree	PhD
Position	Dean
Experience	Over 20 years of professional experience
<b>3</b>	<b>Expert 3</b>
The field of expertise	Education
Academic Rank/Degree	PhD
Position	Dean
Experience	Over 20 years of professional experience
<b>4</b>	<b>Expert 4</b>
The field of expertise	Branding
Academic Rank/Degree	Master
Position	Lecturer
Experience	Over 15 years of professional experience
<b>5</b>	<b>Expert 5</b>
The field of expertise	Economics

Academic Rank/Degree	PhD
Position	Manager, Lecturer
Experience	Over 15 years of professional experience
<b>6</b>	<b>Expert 6</b>
The field of expertise	Marketing
Academic Rank/Degree	Master
Position	Learning resource center
Experience	Over 15 years of professional experience
<b>7</b>	<b>Expert 7</b>
The field of expertise	Biotechnology
Academic Rank/Degree	Professor
Position	Dean
Experience	Over 20 years of professional experience
<b>8</b>	<b>Expert 8</b>
The field of expertise	Social sciences
Academic Rank/Degree	Dr
Position	Manager
Experience	Over 12 years of professional experience
<b>9</b>	<b>Expert 9</b>
The field of expertise	Finance/ Applied Economics
Academic Rank/Degree	Dr
Position	Director
Experience	Over 20 years of professional experience

