



MKTG8011

Strategic Branding

Session 1, In person-scheduled-weekday, North Ryde 2024

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Rico Piehler

rico.piehler@mq.edu.au

Contact via email

4 Eastern Road, Room 230

Mon 11AM-12PM: Please make an appointment for an individual slot

Credit points

10

Prerequisites

(Admission to MMktg or MCom) and MKTG6096

Corequisites

Co-badged status

MKTG7011

Unit description

Brands are important assets for companies. Developing strong brands and managing them over time is crucial in sustaining competitive advantages. Moreover, brands are also valuable for consumers because they simplify decision making and represent important symbolic devices. This unit develops students' ability to critically analyse and evaluate branding theories and concepts. Students will also learn to apply branding theories and concepts and communicate marketing solutions. Finally, students will practice developing and communicating branding strategies to launch and manage brands in collaboration with peers.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Critically analyse and evaluate branding theories and concepts.

ULO2: Apply branding theories and concepts and communicate marketing solutions.

ULO3: Develop and communicate branding strategies to launch and manage brands in collaboration with peers.

General Assessment Information

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to apply for [Special Consideration](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Practice-based activities	30%	No	Week 3-13
Branding Group Presentation	30%	No	Week 8
Individual Report	40%	No	Week 12

Practice-based activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 30 hours

Due: **Week 3-13**

Weighting: **30%**

Practice-based activities are assessed throughout the semester according to the level of genuine contribution to the face-to-face and online workshop, the online iLearn discussion forum and the online quiz.

On successful completion you will be able to:

- Critically analyse and evaluate branding theories and concepts.
- Apply branding theories and concepts and communicate marketing solutions.

Branding Group Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 30 hours

Due: **Week 8**

Weighting: **30%**

In groups, students develop a presentation on a branding topic and present their results. Length: 20 minutes

On successful completion you will be able to:

- Apply branding theories and concepts and communicate marketing solutions.
- Develop and communicate branding strategies to launch and manage brands in collaboration with peers.

Individual Report

Assessment Type ¹: Report

Indicative Time on Task ²: 40 hours

Due: **Week 12**

Weighting: **40%**

Related to the topic of the branding group presentation, students prepare and submit an individual report. Length: 2,000 words

On successful completion you will be able to:

- Critically analyse and evaluate branding theories and concepts.
- Apply branding theories and concepts and communicate marketing solutions.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Delivery

- **1-hour pre-recorded lecture** (2-3 short lecture videos: 20-30 minutes each)
- **2-hour workshop** (face-to-face on campus)

Resources

All weekly material will be released **one week ahead** on iLearn:

- pre-recorded lecture videos,
- additional external resources,
- lecture slides,
- required readings,
- iLearn discussion forum and
- iLearn quiz.

The workshop slides will be uploaded after the workshop.

It is expected that students watch the lecture videos and the additional external resources, read the prescribed literature, contribute to the iLearn discussion forum and complete the iLearn quiz **before** attending the weekly workshop.

There is **no prescribed textbook** in the unit. The compulsory reading consists of academic journal articles (e.g., from the Journal of Brand Management, Journal of Product & Brand Management, Journal of Marketing, Journal of Marketing Research, Journal of Academy of Marketing Science, International Journal of Research in Marketing, European Journal of Marketing, Journal of Marketing Management) and chapters in branding textbooks.

Unit Schedule

Week 1: Introduction to Branding

Week 2: The Relevance of Brands for Consumers and Companies

Week 3: Brand Management Process, Objectives and Knowledge

Week 4: Brand Identity

Week 5: Brand Positioning

Week 6: Brand Elements

Week 7: Building the Brand Internally

Week 8: Building the Brand Externally

*** MID-SESSION BREAK ***

Week 9: Group Presentations

Week 10: Brand Architecture

Week 11: Brand Evolution

Week 12: Brand Controlling

Week 13: Managing Global Brands

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

The Writing Centre

The [Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Unit information based on version 2024.05 of the [Handbook](#)