MKTG311

Brand Management

S1 Day 2014

Dept of Marketing and Management

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
Unit Convenor
Laknath Jayasinghe
laknath.jayasinghe@mq.edu.au
Contact via laknath.jayasinghe@mq.edu.au

Credit points
3

Prerequisites
MKTG202 and MKTG203 and (STAT122 or STAT170 or STAT171 or PSY122)

Corequisites

Co-badged status

Unit description
Firms of nearly all types have come to the realisation that one of the most valuable assets they have is their brand. This unit explores branding across goods and services and introduces relevant theory used to design effective branding strategies. Besides discussing appropriate theories and models, the unit will also incorporate practical branding cases, so that students should be able to make and evaluate branding decisions in the future. Particular emphasis is placed on understanding the psychological principles at the consumer level that will improve managerial decision making with respect to brands. The unit will cover the importance of brand equity and the application of the marketing mix to brand strategies.

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:

To work effectively in teams to analyse and prepare presentations on brand management issues

To increase understanding of the important issues in planning branding strategies and in evaluating brand strategies

To be able to apply appropriate theories, models, and other tools used to make better branding decisions

Assessment Tasks

Name	Weighting	Due
Group Presentation	30%	Tutorial (Weeks 4 to 11)
Individual Report	30%	Week 6 to 13 Tutorial
Final Examination	40%	University Examination Period

Group Presentation

Due: **Tutorial (Weeks 4 to 11)**
Weighting: **30%**

This case study is designed for students to conduct a practical brand audit on a brand assigned by the lecturer.

Students share their research findings during tutorial presentations in teams of about 3-4. They must also generate a discussion with the class.

- In-depth analysis of an organisation's brand
- Brand Audit topics allocated in the Week 2 tutorial for Week 4 presentations, and posted weekly on iLearn thereafter.
- Presented as a group with indication of individual contribution
- Professional / marketing media coverage on the case must be included
- Scholarly / Referenced work must also be included
- Formal / professional presentation format
- 30 minutes presentation and 15 minutes Q&A
- Presentations in the Tutorial, as allocated from Weeks 4 to 11
- Hand in: Official FBE titlepage, 2 page summary report, slides (each slide must include the name and student number of the student presenting it), plus references (papers without the correct title page will not be accepted)
- If a team is not ready to present on the assigned date and time, zero marks will be awarded. All members of the team will receive the same grade (unless adjusted by the lecturer/tutor).
- Feedback and marks will be provided to students one week after their presentation & Report

On successful completion you will be able to:
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management issues
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Individual Report

Due: **Week 6 to 13 Tutorial**
Weighting: **30%**

Students will prepare an individual strategy report based upon the brand presented in their brand audit.

- Individual strategy report based on findings from brand audit
- Brands will be announced in the Week 2 tutorial for Week 4 Presentation, and weekly thereafter.
- Formal academic writing style required
- Proof reading (spelling, grammar) is essential
- References according to Harvard style
- Scholarly work must be included
- Due in the tutorial two weeks after the brand audit presentation, plus copy to be uploaded to Turnitin by 9pm on the due day.
- Hand in: Official FBE titlepage, 3,000 word report (+/- 10% accepted), plus references and appendix
- No extensions will be granted. Late tasks will be accepted up to 72 hours after the submission deadline. There will be a deduction of 20% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 40% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.
- Feedback and Marks in the tutorial two weeks after report submission

On successful completion you will be able to:
- To increase understanding of the important issues in planning branding strategies and in evaluating brand strategies
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Final Examination

Due: **University Examination Period**
Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that:

- the product belongs to the student and

- the student has attained the knowledge and skills tested in the exam.

 A 2-hour (and 10-minute reading time) final examination for this unit will be held during the University Examination period.

- Four essay type questions, no choice

- No calculators or dictionaries permitted

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations http://www.timetables.mq.edu.au/exam

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at http://www.reg.mq.edu.au/Forms/APSCon.pdf

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Divisions may wish to signal when the Division's Supplementary exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:http://www.mq.edu.au/policy/docs/examination/policy.htm

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Delivery and Resources

Delivery of unit material:

·   Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial.

·   The timetable for lecture and tutorials can be found on the University web site at: http://www.timetables.mq.edu.au/

·   Once students register for a particular tutorial, they cannot change their class time.

·   Attendance will be taken in tutorials.

·   Students are expected to arrive on time, and to not leave until the class ends.

Prizes:

- http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Unit resources:

Prescribed textbook

Keller, Kevin L. (2013), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Global 4th edition. Pearson: Sydney.

Useful Journals

§ Journal of Brand Management

§ Journal of Product & Brand Management

§ Journal of Consumer Research

§ Journal of Consumer Behavior

§ Psychology & Marketing

§ Journal of Retailing & Consumer Behavior

§ Journal of Advertising

§ Journal of Retailing

§ European Journal of Marketing

§ Journal of Consumer Marketing

§ Journal of Business Research

§ International Journal of Advertising

§ Journal of Marketing

§ Journal of Advertising Research

§ Journal of Consumer Psychology

§ Journal of Marketing Communications

§ Harvard Business Review

Internet sites of interest

http://www.wpp.com/wpp/marketing

http://zenithoptimedia.com/zenith/marketers-portal

http://www.forethought.com.au/Think-Tank/Papers

http://www.adnews.com.au/

http://adage.com/

http://www.brw.com.au/

http://economist.com/

Technology used and required

Students are required to learn how to use MS PowerPoint, word processing, and learning management systems (iLearn).

Unit webpage

Please note that the unit's logon iLearn address can be found here: http://ilearn.mq.edu.au

Changes since the last offering of this Unit

Since its last offering in Session 1, 2013, the Individual Research Report is now more closely linked to the brand examined in the Group Presentation Brand Audit.

Unit Schedule

Week	Lecture	Chapter	Tutorial
Week 1 Thurs 6 March	Introduction and Unit Administration		No tutorial
Week 2 Thurs 13 March	Brands and Brand Management	1	Presentation group formation Brand audit presentation brief and expectations Presentation group 1 brand allocation
Week 3 Thurs 20 March	Customer-Based Brand Equity and Brand Positioning Brand Resonance and the Brand Value Chain	2 3	Presentation group 2 brand allocation Individual strategy report brief and expectations

Week 4 Thurs 27 March	Choosing Brand Elements to Build Brand Equity Designing Marketing Programs to Build Brand Equity	4 5	Presentation group 3 brand allocation 1st group presentation; individual brand strategy report due in two weeks
Week 5 Thurs 3 April	Integrating Marketing Communications to Build Brand Equity Leveraging Secondary Brand Knowledge to Build Brand Equity	6 7	Presentation group 4 brand allocation 2nd group presentation; individual brand strategy report due in two weeks
Week 6 Thurs 10 April	Developing a Brand Equity Measurement and Management System	8	3rd group presentation; individual brand strategy report due in two weeks
	Mid-term break		
	Mid-term break		Presentation group 5 brand allocation
Week 7 Thurs 1 May	Measuring Sources of Brand Equity: Capturing Customer Mindset	9	Presentation group 6 brand allocation 4th group presentation; individual brand strategy report due in two weeks
Week 8 Thurs 8 May	Measuring Outcomes of Brand Equity: Capturing Market Performance	10	Presentation group 7 brand allocation 5th group presentation; individual brand strategy report due in two weeks
Week 9 Thurs 15 May	Designing and Implementing Branding Strategies	11	Presentation group 8 brand allocation 6th group presentation; individual brand strategy report due in two weeks
Week 10 Thurs 22 May	Introducing and Naming New Products and Brand Extensions	12	7th group presentation; individual brand strategy report due in two weeks
Week 11 Thurs 29 May	Managing Brands over Time	13	8th group presentation; individual brand strategy report due in two weeks
Week 12 Thurs 5 June	Managing Brands over Geographic Boundaries and Market Segments	14	Exam briefing
Week 13 Thurs 12 June	Closing Observations / Unit Review	15	Exam briefing; unit review

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy.html

Grading Policy http://mq.edu.au/policy/docs/grading/policy.html

Grade Appeal Policy http://mq.edu.au/policy/docs/gradeappeal/policy.html

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Research and Practice

- This unit may use research by Macquarie University researchers

- This unit may use research from external sources. This unit gives you opportunities to learn how to critique current research at the frontiers of your discipline as a prelude to later conducting your own research

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim

- all academic collaborations are acknowledged

- academic work is not falsified in any way

- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

http://www.mq.edu.au/policy/docs/grading/policy.html

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Student Support

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

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](#)

IT Help

For help with University computer systems and technology, visit [http://informatics.mq.edu.au/help/](#).

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

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcome

- To be able to apply appropriate theories, models, and other tools used to make better branding decisions

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- To work effectively in teams to analyse and prepare presentations on brand management issues
- To increase understanding of the important issues in planning branding strategies and in evaluating brand strategies

Assessment tasks

- Group Presentation
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- To work effectively in teams to analyse and prepare presentations on brand management issues
- To increase understanding of the important issues in planning branding strategies and in evaluating brand strategies
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Assessment tasks

- Group Presentation
- Final Examination

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcome

- To increase understanding of the important issues in planning branding strategies and in evaluating brand strategies

Assessment tasks

- Group Presentation
- Individual Report

Research and Practice

This unit also uses research from the following specialist brand management, marketing management, advertising research, consumer behaviour, and business journals:

§ Journal of Brand Management

§ Journal of Product & Brand Management

§ Journal of Consumer Research

§ Journal of Consumer Behavior

§ Psychology & Marketing

§ Journal of Retailing & Consumer Behavior

§ Journal of Advertising

§ Journal of Retailing

§ European Journal of Marketing

§ Journal of Consumer Marketing

§ Journal of Business Research

§ International Journal of Advertising

§ Journal of Marketing

§ Journal of Advertising Research

§ Journal of Consumer Psychology

§ Journal of Marketing Communications

§ Harvard Business Review

§ Television and New Media

This unit gives students the opportunity in assignments to practice applying research findings to real life brand management contexts and problems.

This unit also gives students the opportunity to conduct research.