



MKTG811

Brand Management

S1 Day 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

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Credit points

4

Prerequisites

BUS651 or MKTG696 or admission to MCom or MIntBus or MEc or MActPrac prior to 2011

Corequisites

Co-badged status

Unit description

This unit provides students with an enhanced depth and breadth of knowledge in the field of brand management. The current branding literature is critically and systematically evaluated to assess brand management strategies. The unit is designed so students can understand the dimensions of branding across geographic boundaries, brand portfolios, and over time. A strong emphasis is placed on scholarly work to enable an in-depth understanding of the relevant branding and marketing literature. Postgraduate capabilities that prepare students for competitive business careers are developed by applying advanced theory to complex, real-life branding challenges. The unit assumes prior knowledge equivalent to that provided by an undergraduate degree with a major in marketing, as well as graduate capabilities such as teamwork and presentation skills.

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 critically evaluate the current branding literature.

To systematically assess brand management strategies.

To apply brand management theory to complex branding challenges.

To create research outputs that produce new knowledge or insights in relation to the

dimensions of branding across markets, brand portfolios, and across time.

To develop critically reflective practice in relation to: the marketing and branding literatures; research activities and methodologies; team work; and also opportunities for future development.

Assessment Tasks

Name	Weighting	Due
<u>Class Participation</u>	15%	Continuous & Week 4
<u>Report and Presentation</u>	45%	Weeks 4 to 13, in class
<u>Final Examination</u>	40%	End of semester, dates TBA

Class Participation

Due: **Continuous & Week 4**

Weighting: **15%**

Your participation in the unit will be evaluated by the unit's lecturer, and the task will be composed of two parts:

(a) Class participation (10.0%):

- Will be assessed **throughout the semester**
- Student engagement in discussions facilitated by the lecturer
- Student contributions made to the class discussions
- Class attendance (attendance will be taken in class)
- Punctuality to attend class
- Professional conduct and behaviour
- An attendance roll will be taken in class
- It is expected that students will arrive at class on time, participate in class discussions, and not leave until the class ends.

(b) Critical self-reflection piece (5.0%):

- At the end of **Week 4's class**, you must submit to the unit lecturer a 1.5 - 2 page (max) self reflection summary detailing the objectives you wanted to achieve in this unit when you enrolled in it; your strategies for achieving these objectives; and how you think you are tracking to achieve these objectives.

- This must be typed, using 1.5 spacing, 12 point, Times New Roman font, with 1-inch margins on all sides.
- This reflection summary must be submitted with an official FBE title page detailing your name and student number.
- Late submission of critical reflection summaries will result in a major deduction of marks.

On successful completion you will be able to:

- To systematically assess brand management strategies.
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- To develop critically reflective practice in relation to: the marketing and branding literatures; research activities and methodologies; team work; and also opportunities for future development.

Report and Presentation

Due: **Weeks 4 to 13, in class**

Weighting: **45%**

The research report and presentation is comprised of two related components:

- (a) *A team presentation (20%); and*
- (b) *An individual research report (25%).*

(a) Team Presentation:

The team presentation is for 20 minutes, followed by 5-10 minutes of class questions.

- Student teams will conduct research on an assigned brand management topic (topics allocated during Week 2 class).
- A formal / professional presentation format is expected.
- First team presentation is in Week 4.
- Each team member must speak for at least 3 minutes. All presentations will *be presented as a group and marked as a group effort*. Each student will be awarded the group presentation mark.
- Emphasis on the presentation should be on the *critical evaluation of the identified brand strategy*, not mere description.
- Scholarly work is essential for deep analysis, but professional / marketing media / journalistic coverage of the case must also be included.

At the start of the presentation, the presenting team must hand to the unit lecturer:

- 2 page presentation summary report (with an official FBE title page),
- plus a copy of the presentation slides (each slide must include the name and student number of the student presenting it),
- plus a formal list of references.

NB: If a team is not ready to present on the assigned date and time, zero marks will be awarded.

(b) Individual Research Report:

The report write up is an individual research report on the same topic allocated to the team (topics allocated in class in Week 2), but in relation to a specific brand (chosen by the student, but to be approved by the lecturer).

Report format:

- Official FBE title page outlining the unit code, the report title, total number of words, student number, and your name;
- Executive Summary of 2-3 paragraphs (up to one page maximum);
- Table of Contents with page numbers;
- Introduction to the report;
- Elaboration of each aspect of the report (using appropriate headings and sub-headings)
This should include an introduction to the brand you will examine, a detailed description and critical analysis of its current brand strategy based on brand management theory from the unit, and a section of carefully justified recommendations of future branding strategies;
- Conclusion to the report (should be brief, providing balance to the document)
- Reference List (at least six quality, relevant references) in Harvard Author-Date style, and all scholarly works used must be appropriately acknowledged. Please list full details of books, journal articles, magazine / newspaper articles and websites in the Reference List.
- Appendices (if relevant and helpful).
- Pages should be A4, with spacing of 1.5 lines, and in 12 point, Times New Roman font. Allow margins of at least 1-inch on all four sides.
- Formal academic writing style is required and proof reading (for spelling and grammar) is essential
- Page limit is 5 pages (+/- 10%) excluding title page, table of contents, references, and any appendices.

One hard copy of the report must be submitted to the unit lecturer on the due date.

In addition, an electronic version of the report must be submitted via Turnitin by 9pm on the day of your presentation. Both submission types will be checked when marking the report. The hard copy version will be marked and returned to you.

NB: Late reports will be penalised 20% of the marks for this task for each day late.

On successful completion you will be able to:

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- To create research outputs that produce new knowledge or insights in relation to the dimensions of branding across markets, brand portfolios, and across time.
- To develop critically reflective practice in relation to: the marketing and branding literatures; research activities and methodologies; team work; and also opportunities for future development.

Final Examination

Due: **End of semester, dates TBA**

Weighting: **40%**

A final examination is included as an assessment task for MKTG811.

This provides assurance that the student has attained the knowledge and skills outlined in the learning outcomes.

The exam will be:

- 2 hours (plus 10 mins reading time).
- 4 questions drawn from the unit (essay style responses).
- Closed book.
- No calculators or dictionaries are permitted.
- Held during the University Examination period at the end of semester (dates TBA)

No exemptions for Special Consideration or Supplementary Exams will be granted without a medical certificate given from a University approved hospital or medical centre.

On successful completion you will be able to:

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literatures; research activities and methodologies; team work; and also opportunities for future development.

Delivery and Resources

Delivery of unit material

- 3 hours face-face teaching per week for the full semester (3 hour lecture).
- To complete the unit satisfactorily, students have to attend all classes, participate during class time, work in a team on the assigned research project, and submit their individual report as requested. Students also need to write the final exam. Participation is evaluated with an integrated written Reflection.
- A link to the University timetable and lecture room is located [here](#)
- Once the research / presentation teams are formed students cannot change either their class time or team.
- An attendance roll will be taken in class
- It is expected that students will arrive at class on time, participate in class discussions, and not leave until the class ends.

Unit resources:

Prescribed textbook

Keller, Kevin L. (2013), *Strategic Brand Management: building, measuring, and managing brand equity*. Global 4th edition. Pearson, Boston.

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

Unit guide MKTG811 Brand Management

- 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 (a link to iLearn is [here](#))

Unit webpage

Please note that the unit's logon iLearn address is [here](#)

Changes since the last offering of this Unit

The only changes made to the Unit since its last offering in Session 2, 2013, have been to the relative weightings of the Class Participation components and minor specifications to the Research Presentation & Report tasks within the entire assessment framework.

Unit Schedule

	Lecture Topic	Chapter	Tutorial Activity
Week 1	Unit Administration and Introduction		

Week 2	Brands and Brand Management Advice on research	1	Team Presentation formation (weeks 4-12)
Week 3	Customer-Based Brand Equity Brand Positioning and Values	2 3	
Week 4	Choosing Brand Elements to Build Brand Equity Designing Marketing Programs to Build Brand Equity	4 5	1st Team Presentation Class Participation Self Reflection Summary due in class
Week 5	Integrating Marketing Communications to Build Brand Equity Leveraging Secondary Brand Knowledge to Build Brand Equity	6 7	2nd Team Presentation
Week 6	Developing a Brand Equity Measuring and Management System	8	3rd Team Presentation
Week 7	Measuring Source of Brand Equity: Capturing the Customer Mindset	9	4th Team Presentation
Week 8	Measuring Outcomes of Brand Equity: Capturing Market Performance	10	5th Team Presentation
Week 9	Designing and Implementing Branding Strategies	11	6th Team Presentation
Week 10	Introducing and Naming New Products and Brand Extensions	12	7th Team Presentation
Week 11	Managing Brands over Time	13	8th Team Presentation
Week 12	Managing Brands over Geographic Boundaries and Market Segments	14	9th Team Presentation

Week 13	Closing Observations	15	Unit overview
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Learning and Teaching Activities

Lecture

During the typical lecture, brand management theory and concepts will be discussed, and all students are encouraged to contribute to class discussions, in line with the belief that the class room is a collaborative learning space. Links are established during class discussion between theory and both personal experience and industry practice in an international setting. This allows for the perspectives of students from different cultural backgrounds. DVD, Youtube, and a variety of other audio-visual materials are used to stimulate discussion and provide dramatic, real-life examples of how brands are managed in local and global contexts. A selection of each week's lecture notes will be posted on iLearn prior to the weekly lecture. For convenience, it is highly recommended students print hardcopies of the respective notes and bring them to class.

Tutorial

During the typical tutorial, student teams will present their applied research projects and contribute to class discussions.

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/

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

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- To critically evaluate the current branding literature.

- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.
- To create research outputs that produce new knowledge or insights in relation to the dimensions of branding across markets, brand portfolios, and across time.
- To develop critically reflective practice in relation to: the marketing and branding literatures; research activities and methodologies; team work; and also opportunities for future development.

Assessment tasks

- Class Participation
- Report and Presentation
- Final Examination

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- To critically evaluate the current branding literature.
- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.
- To create research outputs that produce new knowledge or insights in relation to the dimensions of branding across markets, brand portfolios, and across time.
- To develop critically reflective practice in relation to: the marketing and branding literatures; research activities and methodologies; team work; and also opportunities for future development.

Assessment tasks

- Class Participation
- Report and Presentation
- Final Examination

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or

practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- To critically evaluate the current branding literature.
- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.
- To create research outputs that produce new knowledge or insights in relation to the dimensions of branding across markets, brand portfolios, and across time.
- To develop critically reflective practice in relation to: the marketing and branding literatures; research activities and methodologies; team work; and also opportunities for future development.

Assessment tasks

- Class Participation
- Report and Presentation
- Final Examination

Research and Practice

This unit also uses research from the following specialist brand management, brand management, 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

Unit guide MKTG811 Brand Management

- Journal of Consumer Psychology
- Journal of Marketing Communications
- Harvard Business Review

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.