MKTG811

Brand Management

S2 Evening 2014

Dept of Marketing and Management

Contents

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
Class Participation	10%	Continuous
Assignment	20%	Week 4
Group Presentation	30%	Weeks 5 to 13, in class
Final Examination	40%	End of semester, dates TBA

Class Participation

Due: **Continuous**
Weighting: **10%**

Class participation:

- Your participation in the unit will be assessed by the unit lecturer **throughout the session.**
- Student participation will be assessed according to levels of:
    - 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.
- An attendance roll will be taken in class.
- Student self-evaluation performed at end of semester.
- It is expected that students will arrive on time, participate in class discussions, and not leave until the class ends.

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

Assignment

Due: **Week 4**
Weighting: **20%**

Critical self-reflection piece:

- At the end of **Week 4's class**, you must submit to the unit lecturer a 3-page (max) self-reflection summary detailing (i) the objectives you wanted to achieve in this unit when you initially enrolled in it; (ii) your strategies for achieving these objectives; and (iii) 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 cover sheet detailing your name and student number.

- 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 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.

On successful completion you will be able to:
- 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.

Group Presentation

Due: **Weeks 5 to 13, in class**
Weighting: **30%**

The team research 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 in the Week 2 tutorial for Week 5 presentations, and thereafter posted weekly on iLearn.
- A formal / professional presentation format is expected.

- First team presentation is in Week 5.
- 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 cover sheet),
- 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.

On successful completion you will be able to:
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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.

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 an approved hospital or medical centre.

On successful completion you will be able to:

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- To systematically assess brand management strategies.

- To apply brand management theory to complex branding challenges.

- 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.

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 must attend all classes, participate effectively during class time, and work in a team on the assigned research project. Class participation is evaluated through an integrated written reflection piece. Students must also sit the final exam.

- A link to the University timetable and lecture room details is https://timetables.mq.edu.au/2014/

- 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

- Consumption, Markets, and Culture

- Journal of Business Research

- International Journal of Advertising

- Journal of Marketing

- Journal of Marketing Research

- Journal of Advertising Research

- Journal of Consumer Psychology

- Journal of Marketing Communications

- Harvard Business Review

- Television and New Media

- New Media and Society

- International Journal on Media Management

- Games and Culture

- Convergence

- Communication Research

Internet sites of interest

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

http://www.omnicomgroup.com

http://www.interpublic.com

http://www.publicisgroupe.com

http://www.brandingstrategyinsider.com

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

http://www.campaignbrief.com

http://www.mumbrella.com.au

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 iLearn logon is here

Changes since the last offering of this Unit

This unit has changed since its last offering in Session 1, 2014. The Individual Research Report has been deleted as an assessment task. The Team Presentation, Class Participation, and Critical Self-Reflection assessment items have been upweighted within the entire assessment framework.

Unit Schedule

	Lecture Topic	Chapter	Tutorial Activity
Week 1 **w/c 4 Aug 2014**	Unit Administration and Introduction		
Week 2 **w/c 11 Aug 2014**	Brands and Brand Management Advice on research	1	Team Presentation formation (weeks 5-13)
Week 3 **w/c 18 Aug 2014**	Customer-Based Brand Equity Brand Positioning and Values	2 3	

Week 4 **w/c 25 Aug 2014**	Choosing Brand Elements to Build Brand Equity Designing Marketing Programs to Build Brand Equity	4 5	Self Reflection Assignment due in class
Week 5 **w/c 1 Sept 2014**	Integrating Marketing Communications to Build Brand Equity Leveraging Secondary Brand Knowledge to Build Brand Equity	6 7	1st Team Presentation
Week 6 **w/c 8 Sept 2014**	Developing a Brand Equity Measuring and Management System	8	2nd Team Presentation
Week 7 **w/c 15 Sept 2014**	Measuring Source of Brand Equity: Capturing the Customer Mindset	9	3rd Team Presentation
Mid session break: 22 September - 3 October 2014			
Week 8 **w/c 6 Oct 2014**	Measuring Outcomes of Brand Equity: Capturing Market Performance	10	4th Team Presentation
Week 9 **w/c 13 Oct 2014**	Designing and Implementing Branding Strategies	11	5th Team Presentation
Week 10 **w/c 20 Oct 2014**	Introducing and Naming New Products and Brand Extensions	12	6th Team Presentation
Week 11 **w/c 27 Oct 2014**	Managing Brands over Time	13	7th Team Presentation

Week 12 w/c 3 Nov 2014	Managing Brands over Geographic Boundaries and Market Segments	14	8th Team Presentation
Week 13 w/c 10 Nov 2014	Closing Observations	15	Unit overview 9th Team Presentation

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_managemen

t/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
- Assignment
- Group 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

- Assignment
- Group 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.
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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.

Assessment tasks

- Class Participation
- Assignment
- Group Presentation
- Final Examination

Changes from Previous Offering

The Individual Brand Research Report from the offering in Session 2, 2013 has been dropped, and the relative assessment weightings of the Class Participation and Self Reflection Assignment have increased.

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

- Consumption, Markets, and Culture

- Journal of Business Research

- International Journal of Advertising

- Journal of Marketing

- Journal of Marketing Research

- Journal of Advertising Research

- Journal of Consumer Psychology

- Journal of Marketing Communications

- Harvard Business Review

- Television and New Media

- New Media and Society

- International Journal on Media Management

- Games and Culture

- Convergence

- Communication Research

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.

Changes since First Published

Date	Description
21/07/2014	Number of graduate capabilities has been revised.