



MKTG311

Brand Management

MQC3 Evening 2014

Dept of Marketing and Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Nicole Lasky

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Immediately following class or by email

Moderator

Laknath Jayasinghe

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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
<u>Group Presentation</u>	30%	Weeks 3 to 10 at 2:30pm
<u>Individual Report</u>	30%	Week 5 to 12 Thursday 5:00pm
<u>Final Examination</u>	40%	University Examination Period

Group Presentation

Due: **Weeks 3 to 10 at 2:30pm**

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 1 tutorial for Week 3 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 3 to 10
- Hand in (At the start of the presentation): Official coverpage, 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:

- 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

Individual Report

Due: **Week 5 to 12 Thursday 5:00pm**

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 1 tutorial for Week 3 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 on-line via Turnitin by Thursday 5:00pm two weeks after the brand audit presentation.
- Submit: 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

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

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>

On successful completion you will be able to:

- 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

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.

Lecture and Tutorial

- The class will be held on Fridays 2:30pm to 5:30pm.
- Attendance will be taken in tutorials. Students must attend 11 out of 13 tutorials. Failure to do so may result in a deduction of group assignment marks.
- Students are expected to arrive on time, and to 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: 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 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 and Assessment
Week 1 Friday, 14 Nov	Introduction and Unit Administration Brands and Brand Management	1	Presentation group formation Brand audit presentation brief and expectations Presentation Group 1 brand allocation
Week 2 Friday, 21 Nov	Customer-Based Brand Equity	2	Research and Referencing Workshop Presentation Group 2 brand allocation Individual strategy report brief and expectations

<p>Week 3</p> <p>Friday, 28 Nov</p>	<p>Brand Positioning & the Brand Value Chain</p>	<p>3</p>	<p>Assignment Writing Workshop</p> <p>Presentation Group 3 brand allocation</p> <p>Group 1 presentation; individual brand strategy report due in two weeks</p>
<p>Week 4</p> <p>Friday, 5 Dec</p>	<p>Choosing Brand Elements to Build Brand Equity</p>	<p>4</p>	<p>Presentation Group 4 brand allocation</p> <p>Group 2 presentation; individual brand strategy report due in two weeks</p>
<p>Week 5</p> <p>Friday, 12 Dec</p>	<p>Designing Marketing Programs to Build Brand Equity</p>	<p>5</p>	<p>Presentation Group 5 brand allocation</p> <p>Group 3 presentation; individual brand strategy report due in two weeks</p> <p>Group 1 individual brand strategy report due</p>
<p>Week 6</p> <p>Friday, 19 Dec</p>	<p>Integrating Marketing Communications to Build Brand Equity</p> <p>Leveraging Secondary Brand Knowledge to Build Brand Equity</p>	<p>6</p> <p>7</p>	<p>Presentation Group 6 brand allocation</p> <p>Group 4 presentation; individual brand strategy report due in two weeks</p> <p>Group 2 individual brand strategy report due</p>
<p>Week 7</p> <p>Friday, 2 Jan</p>	<p>Developing a Brand Equity Measurement and Management System</p> <p>Measuring Sources of Brand Equity: Capturing Customer Mindset</p>	<p>8</p> <p>9</p>	<p>Group 5 presentation; individual brand strategy report due in two weeks</p> <p>Group 3 individual brand strategy report due</p>
<p>Week 8</p> <p>Friday, 9 Jan</p>	<p>Measuring Outcomes of Brand Equity: Capturing Market Performance</p>	<p>10</p>	<p>Group 6 presentation; individual brand strategy report due in two weeks</p> <p>Group 4 individual brand strategy report due</p>
<p>Week 9</p> <p>Friday, 16 Jan</p>	<p>Designing and Implementing Branding Strategies</p>	<p>11</p>	<p>Group 5 individual brand strategy report due</p> <p>Discussion -- Strategy application</p>
<p>Week 10</p> <p>Friday, 23 Jan</p>	<p>Introducing and Naming New Products and Brand Extensions</p>	<p>12</p>	<p>Group 6 individual brand strategy report due</p> <p>Discussion -- CBBE Model Application</p>
<p>Week 11</p> <p>Friday, 30 Jan</p>	<p>Managing Brands over Time</p>	<p>13</p>	<p>Discussion -- Branding Elements Application and putting it all together</p>

Week 12 Friday, 6 Feb	Managing Brands over Geographic Boundaries and Market Segments	14	Exam briefing
Week 13 Friday 13 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/

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>

For further information, please refer to the following link:

<http://universitycouncil.mq.edu.au/legislation.html>

Grade 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.city.mq.edu.au/reviews-appeals.html>

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

The University defines serious and unavoidable disruption to studies as resulting from an event or set of circumstances that:

- could not have reasonably been anticipated, avoided or guarded against by the student;
- **and**
- was beyond the student's control; **and**
- caused substantial disruption to the student's capacity for effective study and/or the

completion of required work; **and**

- substantially interfered with the otherwise satisfactory fulfilment of unit or course requirements; **and**
- was of at least three (3) consecutive days duration within a study period and/or prevented completion of the final examination.

A Special Consideration application is deemed to be valid if all the following criteria have been satisfied:

- The Special Consideration application is completed by the student and submitted online through www.ask.mq.edu.au within five (5) working days after the due date of the associated assessment task / final examination.
- The application contains supporting evidence to demonstrate the severity of the circumstance(s) and that substantial disruption has been caused to the student's capacity for effective study. (The University will not follow up on outstanding evidence, nor contact any person or body on behalf of the student. The application will be considered as submitted.)
- The original supporting documentation has been sighted by MQC reception staff within five (5) working days after the due date of the associated assessment task.
- Where the particular circumstances are medical in nature, a *Professional Authority Form* including the health professional's Medicare Provider Number is included. (If a *Professional Authority Form* cannot be obtained, an original medical certificate indicating the severity (serious / not serious) and impact of the circumstances must be included with the application.)
- Where the particular circumstances are non-medical in nature, appropriate supporting evidence indicating the severity (serious / not serious) and impact of the circumstances is included with the application.
- The student was performing satisfactorily in the unit up to the date of the unavoidable disruption. (If a student's work in the unit was previously unsatisfactory, subsequent unavoidable disruption will not overcome the fact that the earlier work was unsatisfactory).

Unacceptable grounds for Special Consideration

The University has determined that some circumstances are not acceptable grounds for claiming Special Consideration. These grounds include, but are not limited, to:

- routine demands of employment
- routine family problems such as tension with or between parents, spouses, and other people closely involved with the student
- difficulties adjusting to university life, to the self-discipline needed to study effectively, and the demands of academic work
- stress or anxiety associated with examinations, required assignments or any aspect of

academic work

- routine need for financial support
- routine demands of sport, clubs and social or extra-curricular activities.

Acute Problems

The University defines acute problems as those involving fewer than three (3) consecutive days within a study period. In these cases, students should not apply for special consideration via ask.mq.edu.au, but contact their Unit Convenor within 5 working days of the assessment due date so that a local solution may be discussed, except where the disruption affects completion of a final examination. (If a final examination is affected, the student should submit a special consideration application via ask.mq.edu.au.)

Prior Conditions Conditions existing prior to commencing a unit of study are not grounds for Special Consideration, except in the event of unavoidable deterioration of the condition. The student is responsible for managing their workload in light of any known or anticipated problems. Students with a pre-existing disability/ chronic health condition may contact the [Disability Service](#) for information on available support.

In submitting a request for Special Consideration, the student is acknowledging that they may be required to undertake additional work and agreeing to hold themselves available so that they can complete any extra work as required. The time and date, deadline or format of any required extra assessable work as a result of an application for Special Consideration is not negotiable.

Attendance at Macquarie City Campus

All Students are required to attend at least 80% of the scheduled course contact hours each Session. Additionally Macquarie City Campus monitors the course progress of international students to ensure that the student complies with the conditions of their visa relating to attendance.

This minimum level of attendance includes all lectures and tutorials. Tutorial attendance will be recorded weekly. If any scheduled class falls on a public holiday this will be rescheduled as advised by your Lecturer. Attendance at any mid-Session or in-class test is compulsory unless otherwise stated.

Unavoidable non-attendance due to illness or circumstances beyond your control must be supported by appropriate documentation to be considered for a supplementary test. Other non-attendance will obtain zero for the test. You should refer to the section above on Special Consideration for more details about this.

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 Support at Macquarie City Campus

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://students.mq.edu.au/support/>

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing info@city.mq.edu.au with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email info@city.mq.edu.au or visit their website at: <http://www.campuslife.mq.edu.au/campuswellbeing>

StudyWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills
- Personal assistance with your learning & study related questions

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.

IT Help at Macquarie City Campus

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/> or call 02 9850-4357.

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 and it outlines what can be done.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted.
- Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

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

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

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.