MKTG311
Brand Management
S1 Day 2016
Dept of Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor
Abas Mirzaei
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Contact via abas.mirzaei@mq.edu.au
E4A 520
Consultation hour: Thursdays 2-3pm (I prefer face to face rather than email consults)

Chris Baumann
chris.baumann@mq.edu.au

Credit points
3

Prerequisites
MKTG202 and MKTG203

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 http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/

Learning Outcomes

1. To increase understanding of the important issues in planning branding strategies and in evaluating brand strategies
2. To be able to apply appropriate theories, models, and other tools used to make better branding decisions
3. To work effectively in teams to analyse and prepare presentations on brand management issues

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Audit</td>
<td>30%</td>
<td>Weeks 6, 10, 12</td>
</tr>
<tr>
<td>Individual Essay</td>
<td>20%</td>
<td>Week 8</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10%</td>
<td>Continuous</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

**Brand Audit**

Due: **Weeks 6, 10, 12**  
Weighting: **30%**

This Brand Audit Report is designed for students to conduct a practical brand audit research on a brand assigned by the lecturer.

This assignment is a group task. Students are required to work in a group of 4-6 (Maximum 6) to conduct a brand audit on a chosen brand. In week 2 (first tutorial), each group will be assigned a brand audit topic.

This assignment contains two components: Progress Presentation, and Written Report.

**Progress Presentation:**

Students are required to present their progress in completing the Brand Audit Report in the following weeks:

<table>
<thead>
<tr>
<th>Brand Audit Presentation Component</th>
<th>Due Date</th>
<th>Number of Slides/Length</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Progress presentation 1/Week 6</td>
<td>Monday-Tuesday, 4-5 April, in Tutorials</td>
<td>Maximum 6 slides per group, 10 minutes long</td>
<td>5%</td>
</tr>
</tbody>
</table>
Each progress presentation is worth 5%. Standards and criteria for grading will be found in the grading rubric on iLearn.

Group progress presentations will be graded based on the quality of the material presented.

- In-depth analysis of an organisation’s brand
- Brand Audit topics allocated in the Week 2 tutorial.
- Presented as a group with indication of individual contribution
- Scholarly / Referenced work must also be included
- Professional / marketing media coverage on the case must be included
- Formal / professional presentation format
- 10 minute presentation.
- Presentations in the Tutorial, in weeks 6 and 10.
- Standards and criteria for grading will be found in the grading rubric on iLearn
- Hand in to tutor at commencement of presentation: official FBE titlepage, slides (each slide must include the name and student number of the student presenting it), plus reference list.
- 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 or tutor).
- Feedback and marks will be provided to students one week after presentation.
- Every group member must present either in the first or second progress presentation. In other words, each member must take a co-leadership role.
- Every group member must complete a peer evaluation for each member of the group indicating their level of contribution to the overall group work.
Students are required to submit their written Brand Audit Report to Turnitin by due date which is **Week 12, Friday 3 June, 11:59 pm**.

Each group must submit a maximum **4000 words report** (excluding the references) to Turnitin. Exceeding the word limit will be resulted in a 25% mark deduction.

A minimum of 10 industry reports (per group) from Passport and other sources **MUST** be integrated throughout the report. Failure to include the 10 sources will be resulted in a 50% mark deduction.

Marks will be based on contribution to the group tasks. Group marks will be adjusted to reflect the peer assessment feedback.

No extensions will be granted. There will be a deduction of 10% 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 – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following Learning Outcomes:

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

**Individual Essay**

**Due: Week 8**

**Weighting: 20%**

Students will prepare an Individual Essay on key branding concepts: Brand Associations, Brand Personality, Brand Involvement and Brand Attachment. Students are expected to review the literature on brand management, critically analyse the concepts and discuss the importance of each concept in managing a brand over time. Standards and criteria for grading will be found in the grading rubric on iLearn.

- Formal academic writing style required
- Proof reading (spelling, grammar) is essential
- In-text scholarly citations required
- APA or Harvard reference style to be used
- A minimum of 6 scholarly journal papers must be included in the essay.
• **Due date** to submit the essay is **Week 8, Friday 06 May, 11:59pm**.
• An electronic copy is required to be uploaded to Turnitin by the due date.
• No hardcopy submission of individual essay is required.
• Include official FBE titlepage,
• 2,000 word essay (+/- 10% accepted), plus references. and appendix (if needed).
• No extensions will be granted. There will be a deduction of 10% 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 – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.
• Online feedback and marks will be provided two (2) weeks after report submission.

This Assessment Task relates to the following Learning Outcomes:
• 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

**Class Participation**

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

Students participation in the unit will be assessed by the unit convenor and tutors throughout the semester.

Students participation will be assessed according to levels of:

**Engagement in lectures:**
Answering questions, asking questions, commenting on lecture materials

**Engagement in tutorials,**
Getting involved in class discussions, answering and asking questions, commenting on other groups presentations. **Students are expected to attend at least 10 of the 12 tutorials.**

**Engagement online on iLearn,**
Students are encouraged to contribute to online discussions, posting interesting brand-related content on iLearn, and commenting on other posts.

This Assessment Task relates to the following Learning Outcomes:
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
- Closed book
- 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](http://www.timetables.mq.edu.au/exam)

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](http://www.mq.edu.au/policy/docs/examination/policy.htm)

This Assessment Task relates to the following Learning Outcomes:

- 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.
Unit guide MKTG311 Brand Management

- 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

Internet sites of interest
http://www.wpp.com/wpp/marketing
http://www.euromonitor.com/australia
http://zenithoptimedia.com/zenith/marketers-portal
http://www.forethought.com.au/Think-Tank/Papers
http://www.campaignbrief.com/
http://adage.com/
http://www.brandingstrategyinsider.com/
http://economist.com/
http://www.mckinsey.com/insights
http://kozinets.net/
http://cultureby.com/
http://www.forbes.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](http://ilearn.mq.edu.au)

**Changes since the last offering of this Unit**

Since its last offering in Session 1, 2015, the group presentation has been replaced by a brand audit report which requires groups to conduct a brand audit. Moreover a class participation assignment has been added to encourage students to participate in class and online discussions.

**Satisfactory completion of unit:**

Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

**Unit Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Chapter</th>
<th>Tutorial</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td>Introduction and Unit Administration</td>
<td></td>
<td>No tutorial</td>
</tr>
<tr>
<td>Mon-Tue</td>
<td>29 Feb- 1 March</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
<td>Brands and Brand Management</td>
<td>1</td>
<td>Presentation group formation</td>
</tr>
<tr>
<td>Mon-Tue</td>
<td>7-8 March</td>
<td></td>
<td>Brand audit presentation brief and expectations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Presentation groups brand allocation</td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
<td>Customer-Based Brand Equity and Brand Positioning</td>
<td>2</td>
<td>Class discussion/ activity</td>
</tr>
<tr>
<td>Mon-Tue</td>
<td>14-15 March</td>
<td>3</td>
<td>Individual report brief and expectations</td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
### Week 4
**Mon-Tue 21-22 March**
- Choosing Brand Elements to Build Brand Equity
- Designing Marketing Programs to Build Brand Equity

**Day 4 Class discussion/ activity**

### Week 5
**Mon-Tue 28-29 March**
- Integrating Marketing Communications to Build Brand Equity
- Developing a Brand Equity Measurement and Management System

**Day 6 No tutorials this week on Monday and Tuesday (Easter Monday)**

### Week 6
**Mon-Tue 4-5 April**
- Leveraging Secondary Brand Knowledge to Build Brand Equity

**Day 7 Brand audit progress presentation 1**

### Week 7
**Mon-Tue 25-26 April**
- Measuring Sources of Brand Equity: Capturing Customer Mindset

**Day 9 No tutorials this week on Monday and Tuesday (ANZAC Day)**

### Week 8
**Mon-Tue 2-3 May**
- Measuring Outcomes of Brand Equity: Capturing Market Performance

**Day 10 Individual essay discussion and consultation Individual assignment due on Friday 6 May, 11:59 pm**

### Week 9
**Mon-Tue 9-10 May**
- Designing and Implementing Branding Strategies

**Day 11 Class discussion/ activity**
### Policies and Procedures

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

**Academic Honesty Policy**

**New Assessment Policy in effect from Session 2 2016**

**Assessment Policy prior to Session 2 2016**

**Grading Policy prior to Session 2 2016**

**Grade Appeal Policy**

**Complaint Management Procedure for Students and Members of the Public**

**Disruption to Studies Policy**

In addition, a number of other policies can be found in the [Learning and Teaching Category](http://mq.edu.au/policy/docs/complaint_management/procedure.html) 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/

Results

Results shown in iLearn, 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.

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:


### 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/

### Student Support

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

#### Learning Skills

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

- [Workshops](http://mq.edu.au/learningskills/workshops)
- [StudyWise](http://mq.edu.au/learningskills/studywise)
- [Academic Integrity Module for Students](http://mq.edu.au/learningskills/academic-integrity)
- [Ask a Learning Adviser](http://mq.edu.au/learningskills/advice)

### Student Enquiry Service

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

### Equity Support

Students with a disability are encouraged to contact the [Disability Service](http://www.mq.edu.au/about_us/offices_and_units/disability_service) who can provide appropriate help with any issues that arise during their studies.

### IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/](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](http://www.mq.edu.au/about_us/offices_and_units/information_technology/acceptable_use). The policy applies to all who connect to the MQ network including students.
Graduate Capabilities

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

Assessment tasks

• Brand Audit
• Individual Essay
• 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 work effectively in teams to analyse and prepare presentations on brand management issues

Assessment tasks

• Brand Audit
• Individual Essay
• Class Participation
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 outcomes**

- 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**

- Brand Audit
- Individual Essay
- Final Examination

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

- Brand Audit
- Individual Essay
- Class Participation
- Final Examination

Changes from Previous Offering

Since its last offering in Session 1, 2015, the group presentation has been replaced by a brand audit report which requires groups to conduct a brand audit. Moreover, a class participation assignment has been added in order to encourage students to participate more effectively in class and online discussions.

Research and Practice

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

Marketing, advertising, branding, and consumer research journals

- Journal of Advertising
- Journal of Advertising Research
- International Journal of Advertising
- Journal of Marketing Communications
- Journal of Consumer Research
- Journal of Consumer Behavior
- Journal of Consumer Marketing
- Journal of Consumer Psychology
- Journal of Marketing
- European Journal of Marketing
- Psychology & Marketing
- Journal of Brand Management
- Journal of Product & Brand Management
- Journal of Retailing
- Journal of Retailing and Consumer Services

Management journals

- Academy of Management Journal
• Academy of Management Perspectives
• Academy of Management Review
• California Management Review
• Entrepreneurship Theory and Practice
• Harvard Business Review
• Journal of Applied Psychology
• Journal of Business Ethics
• Journal of Business Research
• Journal of Management Studies
• Sloan Management Review
• Strategic Management Journal

**Media and Communications Studies journals**

• Business Communication Quarterly
• Communication Research
• Communication Theory
• Convergence
• Critical Studies in Media Communication
• European Journal of Communication
• Games and Culture
• Global Media and Communication
• Human Communication Research
• International Journal on Media Management
• Journal of Computer-Mediated Communication
• Journal of Business Communication
• Journal of Communication
• Journal of Communication Inquiry
• Journal of Mass Communication Quarterly
• Journal of Media Economics
• M/C: A Journal of Media and Culture
• Media International Australia
• New Media and Society
• Political Communication
• Public Opinion Quarterly
• Television and New Media
This unit gives students the opportunity in assignments to practice applying research findings to real life brand management and sustainable business contexts and problems in global and local settings.

This unit also gives students the opportunity to conduct research.