MKTG311

Brand Management

S1 Day 2017

Dept of Marketing and Management

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
Unit Convenor
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E4A 520
Consultation hour: Mondays 4-5pm

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 https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, 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

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

Assessment Tasks

Name	Weighting	Hurdle	Due
Brand Development Strategy	50%	No	Weeks 7 to 12
Unit Participation	10%	No	Continuous
Final Examination	40%	No	University Examination Period

Brand Development Strategy

Due: **Weeks 7 to 12**
Weighting: **50%**

Brand Development Strategy assessment is designed to develop branding strategies for new businesses and start ups.

This assessment has two components: Group Presentation (25%), and Individual Essay (25%).

Group Presentation (25%)

After forming groups in week 2 (groups of 5 people), students will develop and present their brand development strategies for a new business/start up. In doing so, students need to come up with a new business/start up across a broad range of categories and industries. Groups will have two weeks to decide on their choice of business, and confirm it with their tutor, by week 4.

Group presentations will commence on week 8 and continues until week 12, in tutorials.

All groups are required to give a 25-minute presentation followed by 10 minutes class discussion.

Each member of the group MUST present. All presentations will be marked as a group effort. Each student will be awarded the group presentation mark, however peer evaluation marks will be applied to adjust the marks based on each member's contribution.

No extensions will be granted. Students who fail to present will be awarded a mark of 0, except for cases in which an application for disruption to studies is made and approved.

Marking rubric and assessment criteria will be found on iLearn.

Individual Essay: Brand Communities (25%), Due: 13 April, 11:59pm.

Students will prepare an Individual Essay on Brand Community and its role in customer-brand relationship. Students are expected to review the literature on brand communities, critically analyse and discuss the importance of brand communities in brand-customer relationship over

long-term.

- 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 4 scholarly journal papers must be included in the essay.
- An electronic copy is required to be uploaded to Turnitin by the due date.
- No hardcopy submission of individual essay is required.
- 2,000 word essay (+/- 10% accepted), excluding 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.

Marking rubric and assessment criteria will be found on iLearn.

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Unit 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 the following streams:

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. Please note that tutorial attendance won't be counted as participation.**

Engagement online on iLearn,

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

Note: Maximum participation mark students may earn from each of the above three streams is 7 out of 10. In other words, to get the FULL participation mark, students will need to be active in at least two streams.

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
- 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

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

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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.
- The timetable for lecture and tutorials can be found on the University web site at: http://www.timetables.mq.edu.au/
- Once students register for a particular tutorial, they cannot change their class time.
- Attendance will be taken in tutorials.
- Students are expected to arrive on time, and to not leave until the class ends.

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

Unit resources:

Prescribed textbook

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

Recommended textbooks:

Aaker, D. (2014). *Aaker on branding: 20 principles that drive success*. Morgan James Publishing.

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://www.adnews.com.au/

http://adage.com/

http://www.brandingstrategyinsider.com/

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

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

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

Week	Lecture	Chapter	Tutorial
Week 1 Friday 3 March	Introduction and Unit Administration Brands and Brand Management	1	No tutorial

Week 2 Friday 10 March	Customer-Based Brand Equity and Brand Positioning Brand Resonance and the Brand Value Chain	2 3	Group formation Brand development presentation brief and expectations
Week 3 Friday 17 March	Choosing Brand Elements to Build Brand Equity	4	Class discussion/ activity Individual essay brief and expectations
Week 4 Friday 24 March	Brand Stories Brand Communities	Aaker (2016)	Class discussion/ activity
Week 5 Friday 31 March	Integrating Branding Communications to Build Brand Equity	6	Brand community discussion
Week 6 Friday 7 April	Leveraging Secondary Brand Knowledge to Build Brand Equity	7	Individual essay discussion and consultation
Week 7 Friday 14 April	*Good Friday,* *NO LECTURE & TUTORIALS*		No tutorials this week (Good Friday)
	Mid-term break		
Week 8 Friday 5 May	Measuring Sources of Brand Equity	9 10	Group Presentation
Week 9 Friday 12 May	Designing and Implementing Brand Architecture Strategies	11	Group Presentation
Week 10 Friday 19 May	Introducing and Naming New Products and Brand Extensions	12	Group Presentation
Week 11 Friday 26 May	Managing Brands Over Time Brand Relevance	13	Group Presentation
Week 12 Friday 2 June	Managing Brands Over Geographic Boundaries and Market Segments	14	Group Presentation

Week 13	Closing Observations / Unit Review	Exam revision - pop quiz
Friday 9 June		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_2016.html

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration

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/

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:

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

Grading Appeals and Final Examination Script Viewing

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

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

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://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. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Discipline Specific Knowledge and Skills

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

This graduate capability is supported by:

Learning 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 Development Strategy
- 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

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

Assessment tasks

- Brand Development Strategy
- Unit Participation
- 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 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 Development Strategy

- 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 Development Strategy
- Unit Participation
- Final Examination

Changes from Previous Offering

Since its last offering in Session 1, 2016, the Brand Audit report has been replaced with a Brand Development presentation. All the other assessment components remained unchanged.

Research and Practice, Global contexts & Sustainability

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 Brand Management
- Journal of Product & Brand Management
- Journal of Advertising Research
- 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 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

Industry Databases:

IBIS Australia

http://clients1.ibisworld.com.au.simsrad.net.ocs.mq.edu.au/reports/au/enterprise/home.aspx

MarketLine

http://advantage.marketline.com.simsrad.net.ocs.mq.edu.au/

OneSource

https://app.avention.com/

WARC

http://www.warc.com.simsrad.net.ocs.mq.edu.au/Home.aspx

Who is who in Australia

http://connectweb.com.au.simsrad.net.ocs.mq.edu.au/search.aspx

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.