



# MKTG811

## Brand Management

S2 External 2017

*Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Michael Cherry

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Credit points

4

Prerequisites

BUS651 or MKTG696

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	Hurdle	Due
<u>Class Participation</u>	10%	No	Continuous
<u>Assignment</u>	20%	No	Week 3
<u>Presentation</u>	30%	No	Week 6
<u>Final Examination</u>	40%	No	End of semester, dates TBA

### Class Participation

Due: **Continuous**

Weighting: **10%**

Class participation:

- Will be assessed principally by the unit convenor-lecturer **throughout the 6-week intensive session**.
- Student participation assessed according to level of:
  - Student engagement in discussions facilitated by the lecturer.
  - Student contributions made to the class discussions (quality of responses is assessed).
  - Professional conduct.
- *Assessment criteria as per the Assessment Guidelines and Rubric is provided on iLearn.*
- Student self-evaluation of class contribution will also be used to determine class participation mark.

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 3**

Weighting: **20%**

Critical self-reflection assignment:

- You must submit via a reflective journal a 750-1,000 word (max) self-reflection assignment by 9pm (AEST) Friday 25 August 2017 (end of Week 3).
- This self-reflective assignment will be written in the style of a self-reflective piece and will detail three aspects of your unit experience: (1) the objectives you wanted to achieve in this unit when you enrolled in it; (2) your strategies for achieving these objectives; (3) how you think you are tracking to achieve these objectives.
- *Assessment criteria as per the Assessment Guidelines and Rubric is provided on iLearn.*

*NB: 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.*

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.

## Presentation

Due: **Week 6**

Weighting: **30%**

Individual Online Research Presentation:

The online presentation is for 20 minutes.

- Individuals will upload a 20 min webcam video that presents individual research conducted on an assigned brand management topic (topics allocated during Week 1 session).
- A formal / professional presentation format is expected, and all student videos will be available for viewing by the entire MKTG811 cohort.
- Online presentation video clips to be uploaded to iLearn by 9pm (AEST) Friday 15 September 2017 (end of Week 6).
- Emphasis should be on the *critical evaluation of the identified brand strategy* in your

allocated topic, not mere description.

- Scholarly work is essential for deep analysis, but professional / marketing media / journalistic coverage of the case must also be included.

*NB: 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.*

*\*\* Assessment criteria as per the Assessment Guidelines and Rubric is provided on iLearn \*\**

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

## Final Examination

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

Weighting: **40%**

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

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

The exam will be:

- 2 hours (plus 10 mins reading time).
- 4 questions drawn from the unit (essay style responses).
- Uninvigilated, online, external exam.
- Exam date 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:

- To critically evaluate the current branding literature.

- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.

## **Delivery and Resources**

### **Delivery of unit material**

- This unit utilizes an online, intensive delivery mode. Weekly unit material will be released on Sunday evenings, covering material for the week ahead. It is expected that students will allocate at least 150 hours of their time toward their participation in this unit.
- A discussion forum participation log will be completed by the unit convenor each week (Warning: each student must participate in all of the weekly learning and teaching activities and contribute to class discussions via the iLearn Discussion Forum; failure to do so will lead to a major deduction in marks).
- Health reasons are the only excuses accepted for missing a particular weekly session. To avoid incurring a penalty, a medical certificate from an approved hospital or medical centre must be provided if the student cannot participate in a weekly session due to ill health.
- It is expected that students will be prepared for each week's activities, and participate in class learning activities and discussions until the intensive session ends.

### **Unit resources**

#### *Prescribed textbook*

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

#### *Useful Journals*

- Journal of Brand Management
- Journal of Product & Brand Management
- Journal of Consumer Research
- Journal of Consumer Behavior
- Psychology & Marketing
- Journal of Retailing & Consumer Behavior
- Journal of Advertising
- Journal of Retailing
- European Journal of Marketing
- Journal of Consumer Marketing

- Journal of Business Research
- 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
- 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://zenithoptimedia.com/zenith/marketers-portal>

<http://www.forethought.com.au/Think-Tank/Papers>

<http://www.adnews.com.au/>

<http://adage.com/>

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

<http://economist.com/>

#### **Technology used and required**

Students are required to learn how to use MS PowerPoint, word processing, and learning management systems (a link to iLearn is [here](#)).

Students must also have access to and use a webcam video recording hardware (incl. camera) and software, as students are required to record and upload a video presentation as part of the unit's assessment format.

#### **Learning and teaching strategy**

Learning and teaching activities during the session are designed to help students prepare for the MKTG811 final exam.

L & T Strategy	Learning Outcome
(Lecture) Student learning through rich media delivery of unit content	2, 3.
(Tutorial) Textbook Discussion Questions to be answered through iLearn Discussion Forum	2, 3, 5.
Students' regular participation in iLearn forum and regular forum feedback (moderation) from unit convenor	

## Unit webpage

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

## Changes since the last offering of this Unit

This is the 1<sup>st</sup> offering of MKTG811 in online intensive mode.

## Unit Schedule

Date	Lecture Topic	Topic Chapter	Teaching and Learning Activity / Assessment Due Dates
<b>Pre-Session Kick-Start Program</b>	Brands and Brand Management	1	Discussion Questions 2 & 5, Ch 1
<b>Week 1</b> w/c Mon 7 Aug 2017	Customer-Based Brand Equity and Brand Positioning Brand Resonance and the Brand Value Chain	2 3	Discussion Questions 1 & 5, Ch 2 Allocation of Research Presentation topics Advice on Research Presentation
<b>Week 2</b> w/c Mon 14 Aug 2017	Choosing Brand Elements to Build Brand Equity Designing Marketing Programs to Build Brand Equity	4 5	Discussion Question 1, Ch 4
<b>Week 3</b> w/c Mon 21 Aug 2017	Integrating Marketing Communications to Build Brand Equity Leveraging Secondary Brand Knowledge to Build Brand Equity	6 7	Discussion Questions 2 & 5, Ch 7 * Critical self-reflection piece due 9pm (AEST), Friday 25 Aug 2017.
<b>Week 4</b> w/c Mon 28 Aug 2017	Developing a Brand Equity Measuring and Management System Measuring Source of Brand Equity: Capturing the Customer Mindset Measuring Outcomes of Brand Equity: Capturing Market Performance	8 9 10	Discussion Questions 3 & 4, Ch 9



<b>Week 5</b>  w/c Mon 4 Sept 2017	Designing and Implementing Branding Strategies	11	Discussion Questions 1, Ch 11
	Introducing and Naming New Products and Brands	12	Discussion Questions 1, Ch 12
<b>Week 6</b>  w/c Mon 11 Sept 2017	Managing Brands over Time	13	Discussion Questions 3, Ch 13  Discussion Questions 1 & 5, Ch 14
	Managing Brands over Geographic Boundaries and Market Segments	14	* Individual Online Presentation due 9pm (AEST) Fri 15 Sept 2017

## Learning and Teaching Activities

### Class Participation

During the typical weekly session, brand management theory and concepts will be discussed, and all students are encouraged to contribute to class discussions, in line with building an online 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.

### Self-reflection

This unit enables students to develop self-reflection skills by going through the process of reflection by reinforcing what they have learnt.

## 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](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](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](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](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/](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](#).

## 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](http://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](http://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/](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

### 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
- 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

- Presentation
- Final Examination

## PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

### Learning outcomes

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

### Assessment tasks

- Class Participation
- Assignment
- Presentation
- Final Examination

## Research and Practice

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

- Journal of Brand Management
- Journal of Product & Brand Management
- Journal of Consumer Research
- Journal of Consumer Behavior
- Psychology & Marketing
- Journal of Retailing & Consumer Behavior
- Journal of Advertising
- Journal of Retailing
- European Journal of Marketing

- Journal of Consumer Marketing
- Journal of Business Research
- International Journal of Advertising
- Journal of Marketing
- Journal of Advertising Research
- 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.