



# MKTG811

## Brand Management

S1 Day 2017

*Dept of Marketing and Management*

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## General Information

Unit convenor and teaching staff

Sessional Unit Leader

Mr Michael CHERRY

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E6A 102 Theatrette

Thursday, 12:00noon to 1:00pm

Moderator

Associate Professor Chris BAUMANN

[chris.baumann@mq.edu.au](mailto:chris.baumann@mq.edu.au)

Credit points

4

Prerequisites

BUS651 or MKTG696

Corequisites

Co-badged status

MKTG711

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.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Class Participation</a>	20%	No	Continuous
<a href="#">Brand Audit Presentation</a>	20%	No	Weeks 4 to 13, in class
<a href="#">Final Examination</a>	60%	No	End of semester, dates TBA

### Class Participation

Due: **Continuous**

Weighting: **20%**

Class participation:

- Your participation in the unit will be assessed by the unit lecturer **throughout the session.**
- Student participation will be assessed according to levels of:
  - Student engagement in discussions facilitated by the lecturer.
  - Student contributions made to the class discussions.
  - Class attendance (attendance will be taken in class).
  - Punctuality to attend class.
  - Professional conduct.
- An attendance roll will be taken in class.
- Student self-evaluation performed at end of semester (in class exercise; standardised form will be provided).
- It is expected that students will arrive on time, participate in class discussions, and not leave until the class ends.

On successful completion you will be able to:

- To critically evaluate the current branding literature.
- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.

## Brand Audit Presentation

Due: **Weeks 4 to 13, in class**

Weighting: **20%**

Each student must present a researched Brand Audit for 10 minutes, followed by a 5 minute Q&A.

- Students will conduct research on an assigned brand management topic and brand.
- Topics allocated in the Week 2 for Week 4 presentations, and thereafter posted weekly on iLearn.
- A formal / professional presentation format is expected.
- First presentation is in Week 4.
- Emphasis on the presentation should be on the *critical evaluation of the identified brand /topic/strategy*, not mere description.
- Scholarly work is essential for deep analysis, but professional / marketing media / journalistic coverage of the brand/topic must also be included.

At the start of the presentation, the presenting student must hand to the unit lecturer:

- 2 page presentation summary report (with an official FBE cover sheet) - also to be submitted online for plagiarism checking (check iLearn site),
- plus a copy of the presentation slides (each slide must include the name and student number of the student presenting),
- plus a formal list of references.

The 2 page presentation summary must be typed, using 1.5 spacing, 12 point, Times New Roman font, with 1-inch margins on all sides.

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.

*NB: If a student is not ready to present on the assigned date and time, zero marks will be awarded.*

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.

## Final Examination

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

Weighting: **60%**

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:

- 3 hours (plus 10 mins reading time).
- 6 questions drawn from the unit (short and long essay style responses).
- Closed book.
- No calculators or dictionaries are permitted.
- Held during the University Examination period at the end of semester (dates TBA)

No exemptions for Disruption of Studies 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 systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.

## Delivery and Resources

### Delivery of unit material

- 3 hours face-face teaching per week for the full semester (3 hour lecture).
- To complete the unit satisfactorily, students must attend all classes, participate effectively during class time, and work in a team on the assigned research project. Class participation is evaluated through an integrated written reflection piece. Students must also sit the final exam.
- A link to the University timetable and lecture room details can be found on the university's website.
- An attendance roll will be taken in class

- It is expected that students will arrive at class on time, participate in class discussions, and not leave until the class ends.

**Unit resources:**

*Prescribed textbook*

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

*Useful Journals*

- Journal of Brand Management
- Journal of Retailing and Consumer Services
- Journal of Product & Brand Management
- Journal of Consumer Research
- Journal of Consumer Behavior
- Psychology & Marketing
- Journal of Retailing & Consumer Behavior
- Journal of Advertising
- Journal of Retailing
- European Journal of Marketing
- Journal of Consumer Marketing
- Consumption, Markets, and Culture
- Journal of Business Research
- International Journal of Advertising
- Journal of Marketing
- Journal of Marketing Research
- Journal of Advertising Research
- Journal of Consumer Psychology
- Journal of Marketing Communications
- Harvard Business Review
- Television and New Media
- New Media and Society
- International Journal on Media Management
- Games and Culture
- Convergence
- Communication Research

*Internet sites of interest*

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

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

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

<http://www.omnicomgroup.com>

<http://www.interpublic.com>

<http://www.publicisgroupe.com>

<http://www.brandingstrategyinsider.com>

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

<http://www.campaignbrief.com>

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

<http://adage.com/>

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

<http://economist.com/>

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.

**Technology used and required**

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

**Unit webpage**

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

**Satisfactory completion of unit**

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

## Learning and Teaching Activities

### Lecture

During the typical lecture, brand management theory and concepts will be discussed, and all students are encouraged to contribute to class discussions, in line with the belief that the class room is a collaborative learning space. Links are established during class discussion between theory and both personal experience and industry practice in an international setting. This allows for the perspectives of students from different cultural backgrounds. DVD, Youtube, and a variety of other audio-visual materials are used to stimulate discussion and provide dramatic, real-life examples of how brands are managed in local and global contexts. A selection of each week's lecture notes will be posted on iLearn prior to the weekly lecture. For convenience, it is highly recommended students print hardcopies of the respective notes and bring them to class.

### 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](http://ask.mq.edu.au).



## Research and Practice

### This unit also uses research from the following journals:

- Journal of Advertising
- Journal of Advertising Research
- Journal of Marketing
- Journal of Consumer Research

This unit gives you practice in applying research findings in your assignments.

This unit gives you opportunities to conduct your own research.

## 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/](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.

#### Assessment tasks

- Class Participation
- Brand Audit 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.

## Assessment tasks

- Class Participation
- Brand Audit 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.

## Assessment tasks

- Class Participation
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- Final Examination

## Global Contexts & Sustainability

The Brand Audit Presentation Assessment Task provides students with the opportunity to investigate brands, branding and brand management from domestic and/or global standpoints. Additionally, the lecture content speaks very specifically, and in detail, to the real challenges and benefits of branding within the global context.

Sustainability, as it relates to brand management, is covered in course lecture materials. Students may also wish to investigate a brand (from Brand Audit Presentation Assessment Task) from ecological/environmental/economical standpoints, or indeed brands whose raison d'etre is sustainability, in any of its forms.

## Research and Practice

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

- Journal of Brand Management
- Journal of Product & Brand Management
- Journal of Consumer Research
- Journal of Consumer Behavior
- Psychology & Marketing
- Journal of Retailing & Consumer Behavior
- Journal of Advertising
- Journal of Retailing
- European Journal of Marketing
- Journal of Consumer Marketing
- Consumption, Markets, and Culture
- Journal of Business Research
- International Journal of Advertising
- Journal of Marketing
- Journal of Marketing Research
- Journal of Advertising Research
- Journal of Consumer Psychology
- Journal of Marketing Communications
- Harvard Business Review
- Television and New Media
- New Media and Society
- International Journal on Media Management
- Games and Culture
- Convergence
- Communication Research

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This unit also gives students the opportunity to conduct research.