MKTG7011

Strategic Branding

Session 2, Special circumstance 2020

Department of Marketing

Contents

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Notice

As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to timetable viewer. To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff
Lecturer
Rico Piehler
rico.piehler@mq.edu.au
Contact via +61 (2) 9850 8937
Room 153, 3 Management Drive
Wednesday 11:00 AM - 12:00 PM (AEST/AEDT)

Credit points
10

Prerequisites
Admission to MRes

Corequisites

Co-badged status
MKTG8011 - Strategic Branding

Unit description
Brands are important assets for firms. For firms developing strong brands and managing them over time is crucial in sustaining competitive advantages. For consumers brands are also valuable. Because they facilitate consumers' decision making and add uniqueness to the consumption experiences. This unit develops students' knowledge of brand management. Students will learn how to analyze and evaluate critical aspects of branding such as brand elements, brand identity, brand portfolios, and architecture. The unit will also focus on developing student knowledge about how to launch and manage brands over time and across geographic boundaries and what branding strategies should be applied under different market dynamics.

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:

> **ULO1:** Critically evaluate branding theories and concepts.

> **ULO2:** Analyse and evaluate critical aspects of branding.

ULO3: Develop branding strategies to launch new brands.

ULO4: To work effectively in teams in developing branding solutions.

ULO5: Synthesise relevant literature streams and conduct a research project

General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in iLearn. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: Further information on submitting an Application for Special Consideration can be found at https://students.mq.edu.au/study/my-study-program/special-consideration

Assessment Tasks

Name	Weighting	Hurdle	Due
Participatory task	20%	No	Weekly
Branding Group Presentation	20%	No	Sunday, week 6, 11:59 pm
Branding Literature Review	30%	No	Friday, week 9, 11:59 pm
Case Study Analysis	30%	No	Friday, week 13, 11:59 pm

Participatory task

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 39 hours
Due: **Weekly**
Weighting: **20%**

Students participation will be assessed throughout the semester according to the level of genuine contribution to the Zoom sessions and to the iLearn forum.

Engagement in Zoom sessions: Answering questions, asking questions, commenting on lecture materials, and participating in group presentations Q and A.

Engagement online on iLearn forum: Contributing to online branding discussion forum, posting interesting brand-related content and commenting on other students' posts.

On successful completion you will be able to:

- Critically evaluate branding theories and concepts.

- Analyse and evaluate critical aspects of branding.
- To work effectively in teams in developing branding solutions.

Branding Group Presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 20 hours
Due: **Sunday, week 6, 11:59 pm**
Weighting: **20%**

The branding group presentation is designed to develop branding strategies for new brands. In teams, students will be developing branding strategies to launch a new brand. Students will be presenting their branding strategies, demonstrating their knowledge of branding concepts such as brand positioning and identity, visual and verbal brand elements, and brand communications. Length: 15 minutes

On successful completion you will be able to:

- Critically evaluate branding theories and concepts.
- Develop branding strategies to launch new brands.
- To work effectively in teams in developing branding solutions.

Branding Literature Review

Assessment Type [1]: Literature review
Indicative Time on Task [2]: 20 hours
Due: **Friday, week 9, 11:59 pm**
Weighting: **30%**

The Literature review is specifically designed to facilitate your abilities to research a topic of study by identifying relevant literature (e.g., journal articles) about one specific branding topic that you can choose from the unit weekly topics. You are to identify gaps or limitations in previous research, and synthesize new knowledge into a written literature review. For this assessment task, you are required to discuss literature review within its appropriate and wider context, consider the theoretical underpinnings of the journal articles reviewed (and not just the results), present a coherent and structured discussion of the branding literature including both depth and breadth of analysis, use the review to identify gaps or limitations in prior research, and show original thought to constructively criticise existing literature. Students must support their discussion with clear evidence (e.g., high quality articles accessed from top ranking journals) that support, explain and critique the branding theory / concept chosen. Length: 2500 words

On successful completion you will be able to:

- Critically evaluate branding theories and concepts.
- Analyse and evaluate critical aspects of branding.
- Synthesise relevant literature streams and conduct a research project

Case Study Analysis

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 20 hours
Due: **Friday, week 13, 11:59 pm**
Weighting: **30%**

The case study analysis report will assess students' ability to analyse a case, marshal their thoughts and ideas and communicate them via a written report. The aim of case study analysis report is to apply theory to solve the case and answer the case questions. Length: 2000 words

On successful completion you will be able to:

- Critically evaluate branding theories and concepts.
- Analyse and evaluate critical aspects of branding.

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[1] If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the Writing Centre for academic skills support.

[2] Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Delivery:

Each week:

- 3-4 pre-recorded short lecture videos (15-20 minutes each) with short assessment tasks for the workshop

- An offline on-campus workshop (1 hour) **OR** an online Zoom workshop (1 hour)

The weekly pre-recorded short lecture videos with the short assessment tasks will be released on Sunday evenings on iLearn and will cover the week ahead. It is expected that students watch the lecture videos, prepare the short assessment tasks and read the prescribed literature for

each week before attending the weekly offline on-campus or online Zoom workshop.

Resources:

There is no prescribed textbook in the unit. The compulsory reading consists of academic journal articles (e.g., from the Journal of Brand Management, Journal of Product & Brand Management, European Journal of Marketing, Journal of Academy of Marketing Science) and excerpts from branding textbooks (e.g., from K.L. Keller, J.N. Kapferer, D.A. Aaker, C. Burmann et al.).

The weekly compulsory reading will be released on Sunday evenings on iLearn and will cover the week ahead.

Unit Schedule

Please refer to iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides
- Ask a Librarian

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

If you are a Global MBA student contact globalmba.support@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.