



MMBA8029

Building Brand Relevance

Term 3, Weekday attendance, North Ryde 2021

Department of Marketing

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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 activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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

Unit Convenor and Lecturer

Abas Mirzaei

abas.mirzaei@mq.edu.au

Contact via via email

3MD, Room 153

Tuesdays 5pm to 6pm

Credit points

10

Prerequisites

Admission to MBA and (MMBA8020 or MGSM820)

Corequisites

Co-badged status

Unit description

Brands symbolise a unique and strong value proposition to customers and other stakeholders. Achieving brand relevance among existing and potential customers is a crucial strategic task for organisations and is an important element of targeting strategies. A strong brand is a promise to its consumers. But how is such a brand created? Brands need to be flawlessly integrated into products and services that change people's lives, and stakeholders need to be able to meet, interact with, and experience brands through people and places and in whatever mode (online and offline).

This unit develops students' knowledge to develop brand relevance strategies for brands in different stages of their life-cycle, from start-ups to mature multinational brands. The focus is on developing students' knowledge and skills to manage brand reinforcement, brand rejuvenation and revitalisation, and brand energising. Students will gain knowledge as to how to plan, develop and manage brands in a range of business environments and industries. Students will also develop a critical appreciation of the issues in planning and evaluating brand strategies, and to apply appropriate theories, and models to make better branding decisions.

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: Evaluate and apply theories, models and concepts when making branding decisions.

ULO2: Critically evaluate specific brand relevance strategies and solve branding problems relating to different lifecycle stages.

ULO3: Create brand strategies which address multiple stakeholders' aims, incorporating social, cultural and global perspectives.

General Assessment Information

*“Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. 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
Case Study Report	30%	No	Week 6
Class Activity	20%	No	Ongoing, weekly
Brand Project	50%	No	Week 10

Case Study Report

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 18 hours

Due: **Week 6**

Weighting: **30%**

The 2,000 word report will require students to apply theory to solve the given case, and answer a set of case questions.

On successful completion you will be able to:

- Evaluate and apply theories, models and concepts when making branding decisions.
- Critically evaluate specific brand relevance strategies and solve branding problems relating to different lifecycle stages.

Class Activity

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 10 hours

Due: **Ongoing, weekly**

Weighting: **20%**

Students will be required to demonstrate their theoretical understanding of important aspects of branding

On successful completion you will be able to:

- Evaluate and apply theories, models and concepts when making branding decisions.

Brand Project

Assessment Type ¹: Project

Indicative Time on Task ²: 27 hours

Due: **Week 10**

Weighting: **50%**

The Brand Project requires students to develop a practically oriented brand relevance strategy. The submission will be 3,000 words.

On successful completion you will be able to:

- Create brand strategies which address multiple stakeholders' aims, incorporating social, cultural and global perspectives.

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

Unit Delivery:

It will be a purely online weekly delivery, live lectures and workshops, weekly.

Readings:

There won't be a prescribed textbook, however there will be a list of recommended readings, to be found on iLearn, for each week.

Unit Schedule

Please refer to iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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.