MKTG8011

Strategic Branding

Session 1, Special circumstances 2021

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 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
Lecturer
Rico Piehler
rico.piehler@mq.edu.au
Contact via rico.piehler@mq.edu.au
Room 153, 3 Management Drive
Monday 11 AM - 12 PM (AEST/AEDT)

Credit points
10

Prerequisites
(MKTG696 or MKTG6096 or MGNT607 or MGNT609 or MKTG6009) or (admission to MMktg and 20cp at 8000 level)

Corequisites

Co-badged status

Unit description
Brands are important assets for companies. Developing strong brands and managing them over time is crucial in sustaining competitive advantages. Moreover, brands are also valuable for consumers because they simplify decision making and represent important symbolic devices. This unit develops students' ability to critically analyse and evaluate branding theories and concepts. Students will also learn to apply branding theories and concepts to solve marketing issues. Finally, students will practice developing branding strategies to launch and manage brands.

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 analyse and evaluate branding theories and concepts.

ULO2: Apply branding theories and concepts to solve marketing issues.

ULO3: Develop branding strategies to launch and manage brands.

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
Participatory task	20%	No	Week 1-12
Branding Group Presentation	40%	No	Week 7
Individual Report	40%	No	Week 13

Participatory task

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 24 hours
Due: **Week 1-12**
Weighting: **20%**

Student's participation is assessed throughout the semester according to the level of genuine contribution to the face-to-face and online workshops and the online iLearn discussion forums. Engagement in face-to-face and online workshops: Answering questions, asking questions, commenting on lecture materials and participating in group presentations' Q & A sessions. Engagement in online iLearn discussion forums: Contributing to the discussion forums, posting interesting brand-related content and commenting on other students' posts.

On successful completion you will be able to:
- Critically analyse and evaluate branding theories and concepts.
- Apply branding theories and concepts to solve marketing issues.
- Develop branding strategies to launch and manage brands.

Branding Group Presentation

Assessment Type [1]: Presentation

Indicative Time on Task [2]: 38 hours
Due: **Week 7**
Weighting: **40%**

In groups, students develop a presentation on a branding topic and present their results. Length: 20 minutes

On successful completion you will be able to:

- Apply branding theories and concepts to solve marketing issues.
- Develop branding strategies to launch and manage brands.

Individual Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 38 hours
Due: **Week 13**
Weighting: **40%**

Related to the topic of the branding group presentation, students prepare and submit an individual report. Lenght: 2,000 words

On successful completion you will be able to:

- Critically analyse and evaluate branding theories and concepts.
- Apply branding theories and concepts to solve marketing issues.

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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, 2-4 pre-recorded short lecture videos (15-30 minutes each) with short assessment

tasks for the workshop

- Each week, one <u>face-to-face workshop</u> (90 minutes - particularly for those students who can attend campus) **OR** one <u>online workshop</u> (90 minutes - particularly for those students who cannot attend campus)

The weekly pre-recorded short lecture videos with the short assessment tasks will be released one week ahead on iLearn. 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 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, Journal of Marketing, Journal of Marketing Research, Journal of Academy of Marketing Science, International Journal of Research in Marketing, European Journal of Marketing, Journal of Marketing Management)

The weekly compulsory reading will be released one week ahead on iLearn.

Unit Schedule

Please refer to iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (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). 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) 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.