MKTG8011
Strategic Branding
Session 2, Special circumstances 2021
Department of Marketing

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Session 2 Learning and Teaching Update
The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of units with mandatory on-campus classes/teaching activities.

Visit the MQ COVID-19 information page for more detail.
# General Information

<table>
<thead>
<tr>
<th>Unit convenor and teaching staff</th>
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</thead>
<tbody>
<tr>
<td>Lecturer</td>
</tr>
<tr>
<td>Rico Piehler</td>
</tr>
<tr>
<td><a href="mailto:rico.piehler@mq.edu.au">rico.piehler@mq.edu.au</a></td>
</tr>
<tr>
<td>Contact via <a href="mailto:rico.piehler@mq.edu.au">rico.piehler@mq.edu.au</a></td>
</tr>
<tr>
<td>Room 247, 3 Management Drive</td>
</tr>
<tr>
<td>Monday 3 PM - 4 PM (AEST/AEDT)</td>
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<table>
<thead>
<tr>
<th>Credit points</th>
</tr>
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<tbody>
<tr>
<td>10</td>
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<table>
<thead>
<tr>
<th>Prerequisites</th>
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</thead>
<tbody>
<tr>
<td>(MKTG696 or MKTG6096 or MGNT607 or MGNT609 or MKTG6009) or (admission to MMktg and 20cp at 8000 level)</td>
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<table>
<thead>
<tr>
<th>Corequisites</th>
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<table>
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<tr>
<th>Co-badged status</th>
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<table>
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<tr>
<th>Unit description</th>
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<tr>
<td>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.</td>
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## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at [https://students.mq.edu.au/important-dates](https://students.mq.edu.au/important-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 submissions of assignments

Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a Special Consideration request.

Unless a Special Consideration request has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty:

1. 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.
2. No assignment will be accepted more than 72 hours after the due date and time (incl. weekends) after the original due date.
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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<tbody>
<tr>
<td>Participatory task</td>
<td>20%</td>
<td>No</td>
<td>Week 1-12</td>
</tr>
<tr>
<td>Branding Group Presentation</td>
<td>40%</td>
<td>No</td>
<td>Week 8</td>
</tr>
<tr>
<td>Individual Report</td>
<td>40%</td>
<td>No</td>
<td>Week 12</td>
</tr>
</tbody>
</table>

Participatory task

Assessment Type: Participatory task
Indicative Time on Task: 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 8  
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 12  
Weighting: 40%

Related to the topic of the branding group presentation, students prepare and submit an individual report. Length: 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 Learning Skills Unit for academic skills support.
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, 2-3 *pre-recorded short lecture videos* (20-40 minutes each) with short assessment tasks for the workshop

- Each week, one *face-to-face workshop* (90 minutes - particularly for those students who can attend campus) OR one *online workshop* (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:**


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

**Unit Schedule**

Please refer to [iLearn](https://unitguides.mq.edu.au/unit_offerings/140513/unit_guide/print).

**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](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central)
- Special Consideration Policy *(Note: The Special Consideration Policy is effective from 4*
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/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 Enquiry Service**

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
Equity 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.

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.

Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
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<td>Updated late submission information as per faculty requirement</td>
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