MKTG3011
Brand Management
Session 1, Special circumstances 2021

Department of Marketing

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Disclaimer
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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**
Abas Mirzaei  
[abas.mirzaei@mq.edu.au](mailto:abas.mirzaei@mq.edu.au)
3MD, Room 136  
Tuesdays 2:30pm to 3:30pm

**Credit points**
10

**Prerequisites**
40cp at 2000 level or above including MKTG2002 or MKTG202

**Unit description**
One of the most valuable assets firms have is their brand(s). A brand has become a key point of difference for organizations, driving consumers’ purchase decisions over the long-term. Since all stakeholders, from companies and suppliers to partners, consumers and shareholders, benefit from a strong brand, it is crucial to understand how to build and maintain a strong brand. This unit develops students’ knowledge of branding goods and services. Students learn how to use branding theories to design effective branding strategies. Particular emphasis is placed on understanding the consumer psychology of brands and how to build a strong brand that resonates with consumers over time. Students develop knowledge of brand equity and the application of the marketing mix to branding strategies.

### 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 evaluate the theories on consumer psychology of brands
- **ULO2**: Analyse the process of brand strategy planning and implementation
- **ULO3**: Develop strategies to launch and maintain a brand
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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</thead>
<tbody>
<tr>
<td>Report</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
</tr>
<tr>
<td>Participatory Task</td>
<td>20%</td>
<td>No</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Project</td>
<td>40%</td>
<td>No</td>
<td>Weeks 9, 10, and 11</td>
</tr>
</tbody>
</table>

Report

Assessment Type: Report
Indicative Time on Task: 20 hours
Due: Week 13
Weighting: 40%

This assessment is designed to examine students critical thinking, critical analysis, and discussion of branding strategies, their degree of effectiveness and relevance in developing consumer-brand relationship. This is an applied report, and students are expected to provide actionable managerial recommendations. Length: 2000 words.

On successful completion you will be able to:
  - Critically evaluate the theories on consumer psychology of brands
  - Analyse the process of brand strategy planning and implementation

Participatory Task

Assessment Type: Participatory task
Indicative Time on Task: 10 hours
Due: Ongoing
Weighting: 20%
Contribute to class discussion and class activities, both online and face-to-face. Unit participation and engagement will be marked every two weeks starting from week 2.

On successful completion you will be able to:
- Critically evaluate the theories on consumer psychology of brands
- Analyse the process of brand strategy planning and implementation

Project

Assessment Type: Project
Indicative Time on Task: 20 hours
Due: Weeks 9, 10, and 11
Weighting: 40%

This assessment is designed to examine students’ knowledge in creatively planning and implementing branding strategies to launch a new brand. The evaluation of visual and verbal branding strategies, the choice of brand elements, and employing effective supporting branding strategies are expected to be addressed in this assessment task. Length: 20 minutes long presentation + 5 minutes discussion and Q&A (25 slides)

On successful completion you will be able to:
- Critically evaluate the theories on consumer psychology of brands
- Analyse the process of brand strategy planning and implementation
- Develop strategies to launch and maintain a brand

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.

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:
This unit is delivered in a seminar format. There are 1.5 hr weekly (live) workshop sessions
which consist of class activities and discussions. Lectures will be pre-recorded and available on iLearn.

**Unit resources:**

**Recommended textbooks:**


**Internet sites of interest**

http://www.euromonitor.com/australia


http://adage.com/

http://www.brandingstrategyinsider.com/

http://economist.com/

http://www.mckinsey.com/insights

http://www.forbes.com/

**Technology used and required**

Students are required to learn how to use MS PowerPoint, word processing, and learning management systems (iLearn).

**Unit webpage**

Please note that the unit's logon iLearn address can be found here: http://ilearn.mq.edu.au

**Satisfactory completion of unit:**

To pass this unit students need an aggregate mark of 50 or more.

**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](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](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](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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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 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**

[https://unitguides.mq.edu.au/unit_offerings/140921/unit_guide/print](https://unitguides.mq.edu.au/unit_offerings/140921/unit_guide/print)
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.