



MKTG3011

Brand Management

Session 1, Special circumstances 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

Abas Mirzaei

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

Corequisites

Co-badged status

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://www.mq.edu.au/study/calendar-of-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

Name	Weighting	Hurdle	Due
Report	40%	No	Week 13
Participatory Task	20%	No	Ongoing
Project	40%	No	Weeks 9, 10, and 11

Report

Assessment Type ¹: Report

Indicative Time on Task ²: 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 ¹: Participatory task

Indicative Time on Task ²: 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 ¹: Project

Indicative Time on Task ²: 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 [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:

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:

Keller, K.L; Swaminathan, V (2019), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Global 5th edition. Pearson: Sydney.

Aaker, D. (2014). *Aaker on branding: 20 principles that drive success*. Morgan James Publishing.

Internet sites of interest

<http://www.euromonitor.com/australia>

<http://www.adnews.com.au/>

<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 \(https://policies.mq.edu.au\)](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.