



# MKTG3011

## Brand Management

Session 1, In person-scheduled-weekday, North Ryde 2022

*Department of Marketing*

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### Disclaimer

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## General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

Abas Mirzaei

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Contact via 0298508560

3MD Room 153

Tuesdays 11am-12pm

Credit points

10

Prerequisites

40cp at 2000 level or above including MKTG2002 or MKTG202 or MKTG2008 or MKTG208

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 underpinning branding.

**ULO2:** Critically evaluate the process of brand strategy planning and implementation.

**ULO3:** Develop strategies to launch and maintain a brand, and communicate the

strategies in a professional manner to the audience.

## General Assessment Information

**Late submissions of assessments** Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

**Table 1: Penalty calculation based on submission time**

Submission time after the due date (including weekends)	Penalty (% of available assessment task mark)	Example: for a non-timed assessment task marked out of 30
< 24 hours	10%	10% x 30 marks = 3-mark deduction
24-48 hours	20%	20% x 30 marks = 6-mark deduction
48-72 hours	30%	30% x 30 marks = 9-mark deduction
72-96 hours	40%	40% x 30 marks = 12-mark deduction
> 96 hours	100%	Assignment won't be accepted

**Special Consideration** To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Practice-based activities</u>	20%	No	Ongoing
<u>Project</u>	40%	No	Weeks 9, 10, 11
<u>Report</u>	40%	No	Week 13

### Practice-based activities

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 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 underpinning branding.
- Critically evaluate the process of brand strategy planning and implementation.

## Project

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Weeks 9, 10, 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 process of brand strategy planning and implementation.
- Develop strategies to launch and maintain a brand, and communicate the strategies in a professional manner to the audience.

## Report

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 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 underpinning branding.
- Critically evaluate the process of brand strategy planning and implementation.

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<sup>1</sup> 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.

<sup>2</sup> 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 course will be delivered in online and face-to-face modes.

Students enrolled in ONLINE DELIVERY: there will be **1-hour online pre-recorded lecture on a weekly basis, plus a 1.5-hour online weekly workshop, and 0.5-hour asynchronous activities.**

Students enrolled in FACE-TO-FACE DELIVERY: there will be **1-hour online pre-recorded lecture on a weekly basis, plus a 1.5-hour face-to-face weekly workshop on campus, and 0.5-hour asynchronous activities.**

**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>). 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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](mailto:ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault

- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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 from Previous Offering

There have been no changes from previous offering.