MKTG8011

Strategic Branding

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

Department of Marketing

Contents

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General Information

Unit convenor and teaching staff
Unit Convenor
Rico Piehler
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Room 247, 3 Management Drive, Macquarie University, NSW 2109, Australia
Tuesday 4:00-6:00 PM (AEST/AEDT) Please make an appointment via email for an individual time slot.

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 and communicate marketing solutions. Finally, students will practice developing and communicating branding strategies to launch and manage brands in collaboration with peers.

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 and communicate marketing solutions.

ULO3: Develop and communicate branding strategies to launch and manage brands in

collaboration with peers.

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
Practice-based activities	30%	No	Week 3-13 (except week 9)
Branding Group Presentation	30%	No	Week 8
Individual Report	40%	No	Week 13

Practice-based activities

Assessment Type [1]: Participatory task

Indicative Time on Task [2]: 30 hours
Due: **Week 3-13 (except week 9)**
Weighting: **30%**

Practice-based activities are assessed throughout the semester according to the level of genuine contribution to the face-to-face and online workshops, the online iLearn discussion forums and the online quizzes.

Engagement in face-to-face and online workshops: Answering questions, asking questions, commenting on lecture materials and prescribed readings, 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.

Engagement in quizzes: Answering questions.

On successful completion you will be able to:
- Critically analyse and evaluate branding theories and concepts.
- Apply branding theories and concepts and communicate marketing solutions.

Branding Group Presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 30 hours
Due: **Week 8**
Weighting: **30%**

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 and communicate marketing solutions.
- Develop and communicate branding strategies to launch and manage brands in collaboration with peers.

Individual Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 40 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 and communicate marketing solutions.

[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

- **1-hour pre-recorded lecture** (2-3 short lecture videos: 20-30 minutes each)

- **2-hour workshop** (face-to-face on campus OR online via Zoom)

Resources

All weekly material will be released **one week ahead** on iLearn and includes:

- pre-recorded lecture videos,

- additional external resources,

- lecture slides,

- required readings,

- iLearn discussion forum and

- quiz.

The workshop slides will be uploaded after the workshop.

It is expected that students watch the lecture videos and the additional external resources, read the prescribed literature, contribute to the iLearn discussion forum and complete the iLearn quiz **before** attending the weekly workshop.

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) and chapters in branding textbooks.

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 or if you are a Global MBA student contact 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 an d maths support, academic skills development and wellbeing consultations.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://stu dents.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/.

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

Date	Description
08/02/2022	Minor editorial corrections