MMBA8029

Building Brand Relevance

Term 4, Online-scheduled-weekday 2022

Department of Marketing

Contents

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General Information

Unit convenor and teaching staff
Unit Convenor and Lecturer
Abas Mirzaei
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Contact via 0298508560
Tuesdays 11am, or by appointment

Credit points
10

Prerequisites
Admission to MBA and (MMBA8020 or MGSM820)

Corequisites

Co-badged status

Unit description
Brands symbolise a unique and strong value proposition to customers and other stakeholders. Achieving brand relevance among existing and potential customers is a crucial strategic task for organisations and is an important element of targeting strategies. A strong brand is a promise to its consumers. But how is such a brand created? Brands need to be flawlessly integrated into products and services that change people's lives, and stakeholders need to be able to meet, interact with, and experience brands through people and places and in whatever mode (online and offline).

This unit develops students' knowledge to develop brand relevance strategies for brands in different stages of their life-cycle, from start-ups to mature multinational brands. The focus is on developing students' knowledge and skills to manage brand reinforcement, brand rejuvenation and revitalisation, and brand energising. Students will gain knowledge as to how to plan, develop and manage brands in a range of business environments and industries. Students will also develop a critical appreciation of the issues in planning and evaluating brand strategies, and to apply appropriate theories, and models to make better branding decisions.

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:** Evaluate and apply theories, models and concepts when making branding decisions.
>
> **ULO2:** Critically evaluate specific brand relevance strategies and solve branding problems relating to different lifecycle stages.
>
> **ULO3:** Create brand strategies which address multiple stakeholders' aims, incorporating social, cultural and global perspectives.

General Assessment Information

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

Assessment Tasks

Name	Weighting	Hurdle	Due
Case Study Analysis	40%	No	Week 6
Brand Project Presentation	40%	No	Week 10
Practice-based activities	20%	No	Ongoing, Weekly

Case Study Analysis

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 18 hours
Due: **Week 6**
Weighting: **40%**

Students are required to write a 2000-word individual report, applying relevant branding theories and concepts to critically analyse branding challenges and to offer solutions and recommendations.

On successful completion you will be able to:

- Evaluate and apply theories, models and concepts when making branding decisions.
- Critically evaluate specific brand relevance strategies and solve branding problems relating to different lifecycle stages.

Brand Project Presentation

Assessment Type [1]: Project
Indicative Time on Task [2]: 27 hours
Due: **Week 10**
Weighting: **40%**

The Brand Project require students to develop a practically oriented brand relevance strategy, for a brand that is struggling with their brand relevance. The submission will be a 15-minute individual presentation.

On successful completion you will be able to:

- Create brand strategies which address multiple stakeholders' aims, incorporating social, cultural and global perspectives.

Practice-based activities

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 10 hours
Due: **Ongoing, Weekly**
Weighting: **20%**

Students need to engage in weekly workshop discussions and activities. Students need to demonstrate their theoretical understanding of important aspects of branding, and also to demonstrate their critical thinking skills.

On successful completion you will be able to:

- Evaluate and apply theories, models and concepts when making branding decisions.

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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 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

Unit Delivery:

It will be a hybrid weekly delivery, live lectures and workshops, weekly.

Readings:

There won't be a prescribed textbook, however there will be a list of recommended readings, to be found on iLearn, for each week.

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 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/.

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

The brand Project is now a group assingment, and it is now worth 40%, instead of 50%.

The Case Study Analysis is now 40%, instead of 30%.