



MKTG3011

Brand Management

Session 1, In person-scheduled-weekday, North Ryde 2025

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

Abas Mirzaei

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Contact via Email

4ER, Room 214

Fridays 11am

Credit points

10

Prerequisites

130 cp at 1000 level or above including MKTG1003

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, individually and in collaboration

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
Professional practice: Case study	40%	No	11/04/2025
Professional practice: Branding strategies	30%	No	16/05/2025
Skills development: Brand planning portfolio	30%	No	30/05/2025

Professional practice: Case study

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **11/04/2025**

Weighting: **40%**

The purpose of this assessment is for you to apply your knowledge of contemporary brand responsibilities to tackle social purpose branding, helping you integrate social issues into brand narratives effectively. You will apply theoretical knowledge to examine how branding aligns with societal issues. **Skills in focus:** Critical thinking skills Ethical responsibility **Deliverable:** Written submission [max. 2,000 words] Individual assessment

On successful completion you will be able to:

- Critically evaluate the theories underpinning branding.
- Critically evaluate the process of brand strategy planning and implementation.

Professional practice: Branding strategies

Assessment Type ¹: Project

Indicative Time on Task ²: 20 hours

Due: **16/05/2025**

Weighting: **30%**

The purpose of this assessment is for you to apply your understanding of brand management concepts and strategies to design and create a new brand, a crucial skill-set that is expected from brand managers. You will work in a team to plan and design a set of new brand launch strategies and tactics. **Skills in focus:** Discipline knowledge Communication skills Creative skills **Deliverable:** Presentation [20 minutes] Group assessment

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, individually and in collaboration

Skills development: Brand planning portfolio

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 10 hours

Due: **30/05/2025**

Weighting: **30%**

The purpose of this assessment is for you to connect and apply theoretical knowledge across a range of brands, helping you synthesise key concepts in brand management. You will engage in tutorial activities to showcase your understanding of brand management theory in a portfolio.

Skills in focus: Communication skills Creativity skills Discipline knowledge **Deliverable:** Portfolio [max. 1,500 words] Individual assessment

On successful completion you will be able to:

- Critically evaluate the theories underpinning branding.
- Critically evaluate the process of brand strategy planning and implementation.

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 and Resources

Delivery:

This course will be delivered in face-to-face or online 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 tutorial.**

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 tutorial on campus.**

There will also be four on-campus lectures throughout the semester. Live lecture details are available on the timetable, and will be posted 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.

Mirzaei, A (2023), *Woke Brand: From Selling Products to Fixing Society's Deep Issues*, Archway Publishing, Bloomington.

Additional Reading:

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

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 connect.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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), 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

There have been changes to the assessment tasks, and their weightings. Further details will be available on iLearn.

Unit information based on version 2025.04 of the [Handbook](#)