



MKTG8011

Strategic Branding

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Marketing

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	6
<u>Policies and Procedures</u>	6

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Unit Convener

Shveta Sharma

shveta.sharma@mq.edu.au

Contact via email

Please make an appointment for an individual slot

Credit points

10

Prerequisites

((Admission to MMktg or MCom) and MKTG6096) or (Admission to GradCertResMQBS or GradDipResMQBS)

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 Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100):

If you score 85/100 but submit **20 hours late**, you will lose **5 marks** and receive **80/100**.

Example 2 (out of 30):

If you score 27/30 but submit **20 hours late**, you will lose **1.5 marks** and receive **25.5/30**.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Brand development	30%	No	18/09/2026	Group	No	Open AI
Professional practice: Brand implementation	50%	No	30/10/2026	Individual	Yes	Open AI
Formal Examination	20%	No	Week 13	Individual	No	Observed

Professional practice: Brand development

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 30 hours

Due: **18/09/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is for you to provide hands-on experience in developing a brand strategy for a new brand and presenting the results. This assessment aims to enhance your understanding of branding theories and concepts and your ability to apply these in the practical

context of brand development.

You will collaborate with your group to select an industry of your choice, come up with an idea for a new offering and develop a brand strategy for a new brand to market the new offering.

Skills in focus:

- Collaboration and communication
- Work readiness
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Video-recorded presentation submission [max. 20 minutes/slides] Group assessment

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.

Professional practice: Brand implementation

Assessment Type ¹: Professional task

Indicative Time on Task ²: 50 hours

Due: **30/10/2026**

Weighting: **50%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to gain hands-on experience in developing an implementation strategy for the brand created by your group in the Brand Development Presentation. This assessment aims to deepen your understanding of branding theories and concepts and your ability to apply these in the practical context of brand implementation.

You will, individually, develop a plan to build customers' knowledge of the brand by leveraging secondary brand associations.

Skills in focus:

- Communication
- Work readiness
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Written document submission [max. 2,000 words] Individual assessment

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.

Formal Examination

Assessment Type ¹: Examination

Indicative Time on Task ²: 20 hours

Due: **Week 13**

Weighting: **20%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is to demonstrate your understanding and application of branding theories and concepts, ensuring that you have a solid knowledge of the foundational principles of branding and can apply these concepts to real-world scenarios.

You will solve a set of questions in relation to branding theories and concepts and their application based on content covered in class.

Skills in focus:

- Discipline knowledge

Deliverable(s): In-class written test submission [30 minutes] Individual assessment

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

Delivery

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

- **2-hour seminar** (face-to-face on campus)

Resources

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

- pre-recorded lecture videos
- additional external resources
- lecture slides
- required readings

The seminar slides will be uploaded after the seminars.

It is expected that students watch the lecture videos and the additional external resources and read the prescribed literature **before** attending the weekly seminars.

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 the 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

Week 1: Introduction to Branding

Week 2: The Relevance of Brands for Consumers and Companies

Week 3: Brand Management Process, Objectives and Knowledge

Week 4: Brand Identity

Week 5: Brand Positioning

Week 6: Brand Elements

Week 7: Building the Brand Internally

Week 8: Building the Brand Externally

Week 9: Group Presentations

Week 10: Brand Architecture

Week 11: Brand Evolution

Week 12: Brand Controlling

Week 13: Managing Global Brands

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policycentral.mq.edu.au) (<https://policycentral.mq.edu.au>)

[s.mq.edu.au](https://students.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 \(https://students.mq.edu.au/support/study/policies\)](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 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/](https://students.mq.edu.au/support/)

Academic Success

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

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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.

Unit information based on version 2026.04 of the [Handbook](#)