



# MKTG811

## Brand Management

S2 External 2018

*Archive (Pre-2019) - Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor

Abas Mirzaei

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Contact via 0298508560

4ER (E4A), Room 639

Mondays 1-2pm

Credit points

4

Prerequisites

BUS651 or MKTG696

Corequisites

Co-badged status

MKTG711

Unit description

This unit provides students with an enhanced depth and breadth of knowledge in the field of brand management. The current branding literature is critically and systematically evaluated to assess brand management strategies. The unit is designed so students can understand the dimensions of branding across geographic boundaries, brand portfolios, and over time. A strong emphasis is placed on scholarly work to enable an in-depth understanding of the relevant branding and marketing literature. Postgraduate capabilities that prepare students for competitive business careers are developed by applying advanced theory to complex, real-life branding challenges. The unit assumes prior knowledge equivalent to that provided by an undergraduate degree with a major in marketing, as well as graduate capabilities such as teamwork and presentation skills.

## 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:

To critically evaluate the current branding literature.

To systematically assess brand management strategies.

To apply brand management theory to complex branding challenges.

To create research outputs that produce new knowledge or insights in relation to the dimensions of branding across markets, brand portfolios, and across time.

To work effectively in teams to prepare and deliver presentations on brand management issues.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Brand Launch Project</a>	50%	No	Weeks 7 &10-12
<a href="#">Unit Participation</a>	20%	No	Weeks 2 - 12
<a href="#">Final Examination</a>	30%	No	End of semester, dates TBA

### Brand Launch Project

Due: **Weeks 7 &10-12**

Weighting: **50%**

This assessment will be a mix of group presentation and individual report.

Brand Launch Project assessment is designed to develop branding strategies for new businesses and start ups. This assessment has two components: Online Group Presentation (25%), and Individual Report (25%).

#### Online Group Presentation (25%)

In teams, students will be developing branding strategies to launch a new brand. Students will be presenting their brand launch strategies, demonstrating their knowledge of branding concepts such as brand positioning and identity, brand communications, and brand elements.

After being assigned to a team in week 2, students are required to work collaboratively with their team-mates to develop and present their brand launch strategies for a new business/start up. In doing so, students need to come up with a new business/start up idea across a broad range of categories and industries. All group topics need to be finalised and confirmed by the UC prior to week 4.

Group presentations will commence on week 10 and continues until week 12. All groups are required to upload a 25-minute presentation video on iLearn. A copy of group presentation slides will also need to be submitted to Turnitin. Each member of the group **MUST** present. All presentations will be marked as a group effort. Each student will be awarded the group presentation mark, however peer evaluation marks will be applied to adjust the marks based on each member's contribution.

- A formal / professional presentation format is expected, and all group videos will be available for viewing by the entire MKTG811 cohort.

- Online presentation video clips to be uploaded to iLearn by 9am (AEST) on Monday, in week your presentation is due.
- Scholarly work is essential for deep analysis, but professional / marketing media / journalistic coverage of the case must also be included.

There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for Special Consideration is made and approved. No submission will be accepted after solutions have been posted.

*Marking rubric and assessment criteria will be found on iLearn.*

**Individual Report (25%) due in week 7, Friday 14 September, 11:59pm.**

### **Factors Influencing the Success/Failure of Brand Launch**

Students will prepare and submit an Individual report on Brand launch success/failure factors, recommending strategies to increase the success rate of brand launch. Students are expected to review the literature on start-up branding, and brand launch, critically analyzing and discussing the success and failure factors in launching a new brand.

- Formal academic writing style required,
- Proof reading (spelling, grammar) is essential,
- In-text scholarly citations required,
- APA or Harvard reference style to be used,
- A minimum of 5 scholarly journal papers must be included in the report.
- An electronic copy is required to be uploaded to Turnitin by the due date.
- No hardcopy submission of individual report is required.
- 2,000 word report (+/- 10% accepted), excluding references and appendix (if needed).
- No extensions will be granted.

There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for Special Consideration is made and approved. No submission will be accepted after solutions have been posted.

*Marking rubric and assessment criteria will be found on iLearn.*

On successful completion you will be able to:

- To critically evaluate the current branding literature.
- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.

- To create research outputs that produce new knowledge or insights in relation to the dimensions of branding across markets, brand portfolios, and across time.
- To work effectively in teams to prepare and deliver presentations on brand management issues.

## Unit Participation

Due: **Weeks 2 - 12**

Weighting: **20%**

Due: **Continuous** Weighting: 20%

### **Unit participation:**

Students participation in the unit will be assessed by the unit convenor throughout the semester. Students participation will be assessed according to levels of genuine engagement online (iLearn):

#### ***Engagement online on Brand Discussion Forum:***

Students are encouraged to contribute to online discussions, posting interesting brand-related content on iLearn, and commenting on other students' posts. Online participation and engagement will be marked every two weeks starting from week 2. Students are expected to post at least two branding contents and also comment on two posts every week.

#### ***Engagement online on Group Presentation Q&A:***

Besides posting articles and commenting on posts, students may get involved in online Q&A for group presentations, by contributing online group presentation discussions, answering presenters' questions, and also commenting on group presentations.

This Assessment Task relates to the following Learning Outcomes:

- To critically evaluate the current branding literature.
- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.

On successful completion you will be able to:

- To critically evaluate the current branding literature.
- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.

## Final Examination

Due: **End of semester, dates TBA**

Weighting: **30%**

A final examination is included as an assessment task for MKTG811.

This provides assurance that the student has attained the knowledge and skills outlined in the learning outcomes.

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This provides assurance that the student has attained the knowledge and skills outlined in the learning outcomes.

The exam will be:

- 2 hours (plus 10 mins reading time).
- 4 questions drawn from the unit (semi-essay style responses).
- Uninvigilated, online, external exam. Responses to be submitted to Turnitin.
- Exam date TBA
- *Further details regarding final exam will be provided on iLearn.*

The only exception to not sitting an examination is because of documented illness or unavoidable disruption. In these circumstances students may wish to consider submitting an application for special consideration. The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

On successful completion you will be able to:

- To critically evaluate the current branding literature.
- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.

## **Delivery and Resources**

### **Delivery of unit material**

- This unit utilizes an online delivery mode. Weekly unit material will be released on Sunday evenings, covering material for the week ahead. It is expected that students will allocate at least 150 hours of their time toward their participation in this unit.
- It is expected that students will be prepared for each week's activities, and participate in class learning activities and discussions until the intensive session ends.

### **Unit resources:**

#### *Prescribed textbook*

Keller, Kevin L. (2013), Strategic Brand Management: building, measuring, and managing brand equity. Global 4th edition. Pearson, Boston.

#### *Recommended textbook*

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

### *Useful Journals*

- Journal of Brand Management
- Harvard Business Review
- Journal of Marketing
- Journal of Academy of Marketing Science
- Journal of Marketing Research
- Psychology & Marketin
- Journal of Consumer Research
- Journal of Advertising Research
- Journal of Retailing
- European Journal of Marketing
- Journal of Business Research
- California Management Review
- International Journal of Advertising
- Journal of Advertising
- Journal of Consumer Psychology
- Marketing Letters
- Journal of Marketing Communications
- Journal of Retailing and Consumer Services
- Journal of Product & Brand Management
- Television and New Media
- New Media and Society
- International Journal on Media Management
- Games and Culture
- Convergence
- Communication Research

### *Internet sites of interest*

<http://www.cmo.com.au/>

<http://www.adnews.com.au/>

<http://www.wpp.com/wpp/marketing>

<http://www.omnicomgroup.com>

<http://www.interpublic.com>

<http://www.publicisgroupe.com>

<http://www.brandingstrategyinsider.com>

<http://zenithoptimedia.com/zenith/marketers-portal>

<http://www.campaignbrief.com>

<http://www.mumbrella.com.au>

<http://adage.com/>

<http://www.brw.com.au/>

<http://economist.com/>

This unit gives students the opportunity in assignments to practice applying research findings to real life brand management and sustainable business contexts and problems in global and local settings.

This unit also gives students the opportunity to conduct research.

### Technology used and required

Students are required to learn how to use MS PowerPoint, word processing, and learning management systems (a link to iLearn is [here](#))

### Unit webpage

Please note that the unit's iLearn logon is [here](#)

### Satisfactory completion of unit

Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

## Unit Schedule

Week	Lecture Topic	Chapter
Week 1	Introduction and Unit Administration Brands and Brand Management	1
Week 2	Customer-Based Brand Equity and Brand Positioning	2
	Brand Resonance and the Brand Value Chain	3
Week 3	Choosing Brand Elements to Build Brand Equity	4
Week 4	Brand Stories	Aaker (2016)
Week 5	Integrating Branding Communications to Build Brand	6



Week 6	Start-up Branding Brand Communities	Kapferer et al (2017)
Week 7	Secondary Brand Associations	7
	<b>Mid-Semester Break</b>	
Week 8	Brand Evaluation	9 & 10
Week 9	Brand Architecture Strategies	11
Week 10	Brand Extension Strategies	12
Week 11	Brand Relevance	Aaker (2014)
Week 12	Global Branding	Kapferer et al (2017)
Week 13	Closing Observations / Unit Review	

## Learning and Teaching Activities

### Unit Participation

Throughout the semester, strategic branding theories and concepts will be discussed, and all students are encouraged to contribute to online class discussions. Links are established during class discussion between theory and both personal experience and industry practice in an international setting. This allows for the perspectives of students from different cultural backgrounds. DVD, Youtube, and a variety of other audio-visual materials are used to stimulate discussion and provide dramatic, real-life examples of how brands are managed in local and global contexts. Weekly lecture notes will be posted on iLearn each Sunday evening.

### Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4*

*December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

## Results

Results shown in *iLearn*, 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](http://ask.mq.edu.au).

## Student Support

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

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## 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.

## Graduate Capabilities

### PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

#### Learning outcome

- To work effectively in teams to prepare and deliver presentations on brand management issues.

### PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

#### Learning outcomes

- To critically evaluate the current branding literature.
- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.
- To create research outputs that produce new knowledge or insights in relation to the dimensions of branding across markets, brand portfolios, and across time.

#### Assessment tasks

- Brand Launch Project
- Unit Participation
- Final Examination

### PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience,

of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

## **Learning outcomes**

- To critically evaluate the current branding literature.
- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.
- To create research outputs that produce new knowledge or insights in relation to the dimensions of branding across markets, brand portfolios, and across time.

## **Assessment tasks**

- Brand Launch Project
- Unit Participation
- Final Examination

## **Learning and teaching activities**

- Throughout the semester, strategic branding theories and concepts will be discussed, and all students are encouraged to contribute to online class discussions. Links are established during class discussion between theory and both personal experience and industry practice in an international setting. This allows for the perspectives of students from different cultural backgrounds. DVD, Youtube, and a variety of other audio-visual materials are used to stimulate discussion and provide dramatic, real-life examples of how brands are managed in local and global contexts. Weekly lecture notes will be posted on iLearn each Sunday evening.

## **PG - Research and Problem Solving Capability**

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

## **Learning outcomes**

- To critically evaluate the current branding literature.
- To systematically assess brand management strategies.
- To apply brand management theory to complex branding challenges.

- To create research outputs that produce new knowledge or insights in relation to the dimensions of branding across markets, brand portfolios, and across time.

## **Assessment tasks**

- Brand Launch Project
- Unit Participation
- Final Examination

## **PG - Effective Communication**

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

### **Learning outcome**

- To work effectively in teams to prepare and deliver presentations on brand management issues.

### **Learning and teaching activities**

- Throughout the semester, strategic branding theories and concepts will be discussed, and all students are encouraged to contribute to online class discussions. Links are established during class discussion between theory and both personal experience and industry practice in an international setting. This allows for the perspectives of students from different cultural backgrounds. DVD, Youtube, and a variety of other audio-visual materials are used to stimulate discussion and provide dramatic, real-life examples of how brands are managed in local and global contexts. Weekly lecture notes will be posted on iLearn each Sunday evening.

## **PG - Engaged and Responsible, Active and Ethical Citizens**

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

### **Learning outcome**

- To work effectively in teams to prepare and deliver presentations on brand management

issues.

## Learning and teaching activities

- Throughout the semester, strategic branding theories and concepts will be discussed, and all students are encouraged to contribute to online class discussions. Links are established during class discussion between theory and both personal experience and industry practice in an international setting. This allows for the perspectives of students from different cultural backgrounds. DVD, Youtube, and a variety of other audio-visual materials are used to stimulate discussion and provide dramatic, real-life examples of how brands are managed in local and global contexts. Weekly lecture notes will be posted on iLearn each Sunday evening.

## Changes from Previous Offering

While all assessment items were kept, the requirement and the topics for group presentation and individual report were changed. Also the weighting of assessment items were revised.

## Global Contexts & Sustainability

The Brand Audit Presentation Assessment Task provides students with the opportunity to investigate brands, branding and brand management from domestic and/or global standpoints. Additionally, the lecture content speaks very specifically, and in detail, to the real challenges and benefits of branding within the global context.

Sustainability, as it relates to brand management, is covered in course lecture materials. Students may also wish to investigate a brand (from Brand Audit Presentation Assessment Task) from ecological/environmental/economical standpoints, or indeed brands whose raison d'etre is sustainability, in any of its forms.

## Research and Practice

This unit uses research from specialist brand management, brand management, consumer behaviour, and business journals.

This unit gives students the opportunity in assignments to practice applying research findings to real life brand management contexts and problems.

This unit also gives students the opportunity to conduct research.