



MKTG811

Brand Management

S1 Day 2018

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

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General Information

Unit convenor and teaching staff

Sessional Unit Lecturer

Stephen Burke

stephen.burke@mq.edu.au

Contact via stephen.burke@mq.edu.au

TBA

Moderator

Professor Aron O'Cass

Aron.O'Cass@mq.edu.au

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.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Brand Audit Report</u>	35%	No	Week 10
<u>Class Participation</u>	15%	No	Weeks 1 - 12
<u>Brand Audit Presentation</u>	15%	No	Weeks 10,11 & 12
<u>Final Examination</u>	35%	No	End of semester, dates TBA

Brand Audit Report

Due: **Week 10**

Weighting: **35%**

This assessment will be a mix of group learning and individual report - working collaboratively on the project but submitting your report as an individual assignment.

Groups of 3 will be formed in weeks 1 & 2

Each group will be assigned a brand and will work collaboratively on the audit process.

In your brand auditing you should consider the following 8 key factors;

- **Delivering on consumers desires** (The brand excels at delivering the benefits customers truly desire)
- **Relevance** (The brand stays relevant)
- **Value** (The pricing strategy is based on consumers' perceptions of value)
- **Positioning** (The brand is properly positioned)
- **Consistency** (The brand is consistent)
- **Portfolio** (The brand portfolio and hierarchy make sense)
- **Integrated Marketing Activities** (The brand makes use of and coordinates a full repertoire of marketing activities to build equity)
- **Management** (The brand's managers understand what the brand means to consumers)

Report Detail

Using at least 10 references including industry information i.e. Annual Reports, Market Research

surveys etc and other sources. The format should be set out as a business report with a word limit of 2,000 words plus appendices (i.e. surveys, marketing collateral etc.). Style should be in Arial, 12-point font single spacing, 2.5 cm margins.

The final report should be submitted via Turnitin.

Due Date – Week 10.

Recommended Table of Contents:

Executive Summary

1. Introduction

2. Brand Inventory

1. Brand Portfolio
2. Brand Elements
3. Product
4. Price
5. IMC (advertising, sales promotion, public relations, sales promotions, sponsorship, celebrity endorsement, content branding, etc).
6. Distribution

3. Brand Exploratory

1. Consumer Knowledge
2. Brand Resonance Pyramid
3. Competitive Analysis

4. Strategic Recommendations

5. Tactical Recommendations

In summary,

- A variety of sources of information must be used to assemble the brand audit, using the Rolex Brand Audit example in the Keller text (2013, p. 315-321) as a guide.
- For brand inventory component, secondary research using relevant academic and industry journals, newspapers, magazines, books, and website material is strongly recommended.
- Students are encouraged to consult trade magazines and business publications, and consult with official company sources. However students must NOT contact the company involved in the brand audit case study.

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.

Class Participation

Due: **Weeks 1 - 12**

Weighting: **15%**

Due: **Continuous** Weighting: 15%

Class participation:

- Your participation in the unit will be assessed by the unit lecturer **throughout the session.**
- Student participation will be assessed according to levels of:
 - Student engagement in discussions facilitated by the lecturer.
 - Student contributions made to the class discussions.
 - Class attendance (attendance will be taken in class).
 - Professional conduct.
- Student self-evaluation performed at end of semester (in class exercise; standardised form will be provided).
- It is expected that students will arrive on time, participate in class discussions, and not leave until the class ends.
- You should keep a portfolio of your weekly seminar work as reference.

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.

Brand Audit Presentation

Due: **Weeks 10,11 & 12**

Weighting: **15%**

Each group will present their findings to class in a 15 minute presentation.

Presentations must be uploaded in week 10 via Turnitin.

Group presentations will be randomly allocated and all groups need to be prepared to present for each of the weeks.

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.

No extensions will be granted. Students who fail to present will be awarded a mark of 0, except for cases in which an application for disruption to studies is made and approved.

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

Final Examination

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

Weighting: **35%**

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.

The exam will be:

- 3 hours (plus 10 mins reading time).
- 6 questions drawn from the unit (short and long essay style responses).
- Closed book.
- No calculators or dictionaries are permitted.
- Held during the University Examination period at the end of semester (dates TBA)

No exemptions for Disruption of Studies or Supplementary Exams will be granted without a medical certificate given from an approved hospital or medical centre.

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

- 3 hours face-face teaching per week for the full semester.
- To complete the unit satisfactorily, students must attend all classes, participate effectively during class time, and work in a team on the assigned research project. Class participation is evaluated through an integrated written reflection piece. Students must also sit the final exam.
- A link to the University timetable and lecture room details can be found on the university's website.
- An attendance roll will be taken in class
- It is expected that students will arrive at class on time, participate in class discussions, and not leave until the class ends.

Unit resources:

Prescribed textbook

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

Useful Journals

- Journal of Brand Management
- Journal of Retailing and Consumer Services
- Journal of Product & Brand Management
- Journal of Consumer Research
- Journal of Consumer Behavior
- Psychology & Marketing
- Journal of Retailing & Consumer Behavior
- Journal of Advertising
- Journal of Retailing
- European Journal of Marketing
- Journal of Consumer Marketing

- Consumption, Markets, and Culture
- Journal of Business Research
- International Journal of Advertising
- Journal of Marketing
- Journal of Marketing Research
- Journal of Advertising Research
- Journal of Consumer Psychology
- Journal of Marketing Communications
- Harvard Business Review
- 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.

Learning and Teaching Activities

Lecture - Seminar

During the typical lecture-seminar session, brand management theory and concepts will be discussed, and all students are encouraged to contribute to class discussions, in line with the belief that the class room is a collaborative learning space. 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. A selection of each week's lecture notes will be posted on iLearn prior to the weekly lecture. For convenience, it is highly recommended students print hardcopies of the respective notes and bring them to class.

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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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.

Research and Practice

This unit also uses research from the following journals:

- Journal of Advertising
- Journal of Advertising Research
- Journal of Marketing
- Journal of Consumer Research

This unit gives you practice in applying research findings in your assignments.

This unit gives you opportunities to conduct your own research.

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) 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

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.

Graduate Capabilities

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 Audit Report
- Class Participation

- Brand Audit Presentation
- 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 Audit Report
- Class Participation
- Brand Audit Presentation
- Final Examination

Learning and teaching activities

- During the typical lecture-seminar session, brand management theory and concepts will be discussed, and all students are encouraged to contribute to class discussions, in line with the belief that the class room is a collaborative learning space. 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. A selection of each week's lecture notes will be posted on iLearn prior to the weekly lecture. For convenience, it is highly recommended students print hardcopies of the respective notes and bring them to class.

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 Audit Report
- Class Participation
- Brand Audit Presentation
- 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 and teaching activities

- During the typical lecture-seminar session, brand management theory and concepts will be discussed, and all students are encouraged to contribute to class discussions, in line with the belief that the class room is a collaborative learning space. 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. A selection of each week's lecture notes will be posted on iLearn prior to the weekly lecture. For convenience, it is highly recommended students print hardcopies of the respective notes and bring them to class.

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 and teaching activities

- During the typical lecture-seminar session, brand management theory and concepts will be discussed, and all students are encouraged to contribute to class discussions, in line with the belief that the class room is a collaborative learning space. 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. A selection of each week's lecture notes will be posted on iLearn prior to the weekly lecture. For convenience, it is highly recommended students print hardcopies of the respective notes and bring them to class.

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 also uses research from the following specialist brand management, brand management, consumer behaviour, and business journals:

- Journal of Brand Management
- Journal of Product & Brand Management
- Journal of Consumer Research
- Journal of Consumer Behavior
- Psychology & Marketing
- Journal of Retailing & Consumer Behavior
- Journal of Advertising

- Journal of Retailing
- European Journal of Marketing
- Journal of Consumer Marketing
- Consumption, Markets, and Culture
- Journal of Business Research
- International Journal of Advertising
- Journal of Marketing
- Journal of Marketing Research
- Journal of Advertising Research
- Journal of Consumer Psychology
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