



MKTG311

Brand Management

S1 Day 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Abas Mirzaei

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Contact via abas.mirzaei@mq.edu.au

4ER (E4A), Room 639

Consultation hour: Thursdays 3-4pm

Credit points

3

Prerequisites

MKTG202 and MKTG203

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:

Critically evaluate the theories on consumer psychology of brands

Analyse the process of brand strategy planning and implementation

Develop strategies to launch and maintain a brand

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Brand Launch Strategy</u>	50%	No	Weeks 7, 10, 11, & 12
<u>Unit Participation</u>	10%	No	Continuous
<u>Final Examination</u>	40%	No	University Examination Period

Brand Launch Strategy

Due: **Weeks 7, 10, 11, & 12**

Weighting: **50%**

Brand Launch Strategy assessment is designed to develop branding strategies to launch a new brand.

This assessment has two components: Group Presentation (25%), and Individual Report (25%).

Group Presentation (25%)

Task Description This assessment is designed to examine students' knowledge in creatively planning and implementing branding strategies to launch a new brand. The evaluation of visual and verbal branding strategies, the choice of brand elements, and employing effective supporting branding strategies are expected to be addressed in this assessment task. Type of

Collaboration Students will work in groups, however the output will be assessed individually.

Submission

Groups to present face-to-face in tutorial.

A copy of presentation slides to be submitted online through Turnitin

Length

20-minute presentation, followed by 5 minutes class discussion.

Up to 20 slides, excluding references.

Marking Criteria and Format To be posted on iLearn unit page Due Date Weeks 10, 11 & 12, during tutorials

Individual Report: Brand Purpose (25%), Due: Friday, Week 7, 5pm.

Task Description

Students will prepare an Individual Report on brand purpose and its role in customer-brand relationship. Students are expected to review the literature, both academic and industry, on brand purpose, evaluating the advantages and potential challenges of adopting a brand purpose. Students are also expected to provide recommendations for the right choice of purpose and also effective implementation of brand purpose strategies.

Type of Collaboration Individual Submission Online through Turnitin Length 2000 words (+/-

10% accepted), excluding references and appendix (if needed). Marking Criteria and Format To be posted on iLearn unit page Due Date Friday, Week 7, 5:00 PM Late Submission 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.

On successful completion you will be able to:

- Critically evaluate the theories on consumer psychology of brands
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- Develop strategies to launch and maintain a brand

Unit Participation

Due: **Continuous**

Weighting: **10%**

Students participation will be assessed according to levels of genuine engagement in the following streams:

Engagement in lectures:

Answering questions, asking questions, commenting on lecture materials

Engagement in tutorials,

Engaging in class discussions, answering and asking questions, commenting on other groups presentations. **Please note that tutorial attendance won't be counted as participation.**

Engagement online on iLearn,

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 participation in the unit will be assessed by the unit convenor and tutors throughout the semester. *Maximum participation mark students may earn from each of the above three streams is 5 out of 10. In other words, to get the FULL participation mark, students will need to be active in at least two streams.*

On successful completion you will be able to:

- Critically evaluate the theories on consumer psychology of brands
- Analyse the process of brand strategy planning and implementation

Final Examination

Due: **University Examination Period**

Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that:

- the product belongs to the student and
- the student has attained the knowledge and skills tested in the exam.

A 2-hour (and 10-minute reading time) final examination for this unit will be held during the University Examination period.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations <http://www.timetables.mq.edu.au/exam>

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:

- Critically evaluate the theories on consumer psychology of brands
- Analyse the process of brand strategy planning and implementation

Delivery and Resources

Delivery of unit material:

- Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial.
- The timetable for lecture and tutorials can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Once students register for a particular tutorial, they cannot change their class time.
- Attendance will be taken in tutorials.
- Students are expected to arrive on time, and to not leave until the class ends.

Prizes: http://www.businessandconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Unit resources:

Recommended textbooks:

Keller, Kevin L. (2013), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Global 4th edition. Pearson: Sydney.

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

Internet sites of interest

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

<http://www.euromonitor.com/australia>

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

<http://adage.com/>

<http://www.brandingstrategyinsider.com/>

<http://economist.com/>

<http://www.mckinsey.com/insights>

<http://www.forbes.com/>

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

Week	Lecture	Tutorial
Week 1	Introduction and Unit Administration Brands and Brand Management	No tutorial

Week 2	Customer-Based Brand Equity and Brand Positioning Brand Resonance and the Brand Value Chain	Group formation Brand launch presentation brief and expectations
Week 3	Choosing Brand Elements to Build Brand Equity	Class discussion/ activity Individual report brief and expectations
Week 4	Brand Stories Brand Purpose	Class discussion/ activity
Week 5	Integrated Branding Communications to Build Brand Equity	Class discussion/ activity
Week 6	Leveraging Secondary Brand Knowledge to Build Brand Equity	Class discussion/ activity
Week 7	Start-up Branding Luxury Branding	Individual report discussion and consultation
	<i>Mid-term break</i>	
Week 8	Measuring Sources of Brand Equity	Class discussion/ activity
Week 9	Designing and Implementing Brand Architecture Strategies	Class discussion/ activity
Week 10	Introducing and Naming New Products and Brand Extensions	Group presentations
Week 11	Managing Brands Over Time Brand Relevance	Group presentations
Week 12	Managing Brands Over Geographic Boundaries and Market Segments	Group Presentations
Week 13	Closing Observations / Unit Review	Exam revision - pop quiz Exam briefing; unit review

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 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

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

If you are a Global MBA student contact globalmba.support@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

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate the theories on consumer psychology of brands
- Analyse the process of brand strategy planning and implementation

Assessment tasks

- Brand Launch Strategy
- Final Examination

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate the theories on consumer psychology of brands
- Analyse the process of brand strategy planning and implementation
- Develop strategies to launch and maintain a brand

Assessment tasks

- Brand Launch Strategy
- Unit Participation
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate the theories on consumer psychology of brands
- Analyse the process of brand strategy planning and implementation
- Develop strategies to launch and maintain a brand

Assessment tasks

- Brand Launch Strategy
- Final Examination

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcome

- Develop strategies to launch and maintain a brand

Assessment tasks

- Brand Launch Strategy
- Unit Participation
- Final Examination

Changes from Previous Offering

No main changes. Individual essay on brand community was replaced by an individual report on

brand purpose.