# MKTG711

## Brand Management

S1 Day 2019

*Department of Marketing*

# Contents

# General Information

Unit convenor and teaching staff
Unit Convenor
Abas Mirzaei
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Contact via 0298508560
4ER (E4A), Room 639
Wednesdays 2-3pm

Credit points
4

Prerequisites
Admission to MRes

Corequisites

Co-badged status
MKTG711

Unit description
Brands are important assets for firms. For firms developing strong brands and managing them over time is crucial in sustaining competitive advantages. For consumers brands are also valuable. Because they facilitate consumers' decision making and add uniqueness to the consumption experiences. This unit develops students' knowledge of brand management. Students will learn how to analyze and evaluate critical aspects of branding such as brand elements, brand identity, brand portfolios, and architecture. The unit will also focus on developing student knowledge about how to launch and manage brands over time and across geographic boundaries and what branding strategies should be applied under different market dynamics.

## 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 branding theories and concepts

Analyse and evaluate critical aspects of branding such as brand elements, identity and architecture

Develop branding strategies to launch new brands

To work effectively in teams in developing branding solutions

# Assessment Tasks

| Name | Weighting | Hurdle | Due |
|---|---|---|---|
| Start-up Branding | 60% | No | Weeks 7 &11-13 |
| Unit Participation | 20% | No | Weeks 2 - 12 |
| Branding Literature Review | 20% | No | Weeks 13 |

## Start-up Branding

Due: **Weeks 7 &11-13**
Weighting: **60%**

This assessment has two components: Group Presentation (30%), and Individual Report (30%).

**Group Presentation (30%)**

Title Start-up Branding Assessment Description Start-up branding assessment is designed to develop branding strategies for new businesses and start ups. In teams, students will be developing branding strategies to launch a start-up. Students will be presenting their start-up branding strategies, demonstrating their knowledge of branding concepts such as brand positioning and identity, visual and verbal brand elements, and brand communications. Type of Collaboration Students will work in groups however the output will be assessed individually. Submission
Groups to present face-to-face in lectures.

A copy of presentation slides to be submitted online through Turnitin

Length
25-minute presentation, followed by 5 minutes class discussion.

Up to 25 slides, excluding references.

Marking Criteria and Format To be posted on iLearn unit page Due Date Weeks 11, 12 & 13

**Individual Report (30%),**

Title **Factors Influencing the Success/Failure of Start-up Branding** Task Description Students will prepare and submit an individual report on start-up branding 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.

Type of Collaboration  Individual Submission  Online through Turnitin Length 2500 words (+/- 10% accepted), excluding references and appendix (if needed). Marking Criteria and Format To

be posted on iLearn unit page Due Date  **Week 7** 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 branding theories and concepts
- Analyse and evaluate critical aspects of branding such as brand elements, identity and architecture
- Develop branding strategies to launch new brands
- To work effectively in teams in developing branding solutions

# Unit Participation

Due: **Weeks 2 - 12**
Weighting: **20%**

Due: **Continuous** Weighting: 20%

**Unit participation:**

Title Unit Participation Task Description
Students participation will be assessed throughout the semester according to the level of genuine contribution both face-to-face (in lectures) and online (iLearn):

**Engagement in lectures:**

Answering questions, asking questions, commenting on lecture materials, and participating in group presentations Q&A.

**Engagement online on iLearn,**

Contributing to online branding discussion forum, posting interesting brand-related content and commenting on other students' posts. Online participation and engagement will be marked every two weeks starting from week 2.

Type of Collaboration Individual Submission Face-to-face and Online (iLearn) Marking criteria To be posted on iLearn Due date Ongoing

On successful completion you will be able to:

- Critically evaluate branding theories and concepts
- Analyse and evaluate critical aspects of branding such as brand elements, identity and

architecture

## Branding Literature Review

Due: **Weeks 13**
Weighting: **20%**

Title Branding Literature Review Task Description
Each student must undertake a literature review of a contemporary branding topic. Students will need to critically review and analyse the scholarly/research literature on a contemporary branding topic. This assessment will enable students to analyse prior research and show original thought and argument and capacity to constructively criticise existing literature.

Type of Collaboration Individual Submission
Online through Turnitin.

Length 2500 words (+/- 10% accepted), excluding references and appendix (if needed). Marking Criteria To be posted on iLearn unit page Due date Week 13, Friday 5pm.

On successful completion you will be able to:

- Critically evaluate branding theories and concepts
- Analyse and evaluate critical aspects of branding such as brand elements, identity and architecture
- To work effectively in teams in developing branding solutions

# Delivery and Resources

**Delivery of unit material**

- This unit utilizes a flip class mode, a mix of online and face-to-face. Weekly unit materials will be released on Sunday evenings, covering material for the week ahead. It is expected that students will allocate enough 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 session ends.

**Unit resources:**

*Prescribed 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

*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.brandingstrategyinsider.com

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

http://www.campaignbrief.com

http://www.mumbrella.com.au

http://adage.com/

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.

**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)

**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

The timetable for the unit can be found using the following link: https://timetables.mq.edu.au/

# 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 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. 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). 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). 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).

## 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

## 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

- Develop branding strategies to launch new brands

## 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

- Critically evaluate branding theories and concepts
- Analyse and evaluate critical aspects of branding such as brand elements, identity and architecture

### Assessment tasks

- Start-up Branding
- Unit Participation
- Branding Literature Review

## 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

- Critically evaluate branding theories and concepts
- Analyse and evaluate critical aspects of branding such as brand elements, identity and

architecture

- To work effectively in teams in developing branding solutions

## Assessment tasks

- Start-up Branding
- Unit Participation
- Branding Literature Review

## Learning and teaching activities

- Throughout the semester, strategic branding theories and concepts will be discussed, and all students are encouraged to contribute to 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. 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

- Critically evaluate branding theories and concepts
- Analyse and evaluate critical aspects of branding such as brand elements, identity and architecture

## Assessment tasks

- Start-up Branding
- Unit Participation
- Branding Literature Review

# 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 outcomes

- Develop branding strategies to launch new brands
- To work effectively in teams in developing branding solutions

## Learning and teaching activities

- Throughout the semester, strategic branding theories and concepts will be discussed, and all students are encouraged to contribute to 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. 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 outcomes

- Develop branding strategies to launch new brands
- To work effectively in teams in developing branding solutions

## Learning and teaching activities

- Throughout the semester, strategic branding theories and concepts will be discussed, and all students are encouraged to contribute to 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. 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

Final exam was replaced with a simulation game on brand positioning from Harvard Business Publishing. While all the other assessment tasks (group and individual) were kept, the topics for group presentation and individual report were changed. Also the weighting of assessment items were revised.

# Global Contexts & Sustainability

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.

# 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.