

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG 811
Brand Management

Semester 2, 2011

Department of Marketing & Management

**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT GUIDE**

Year and Semester: 2011, Semester 2

Unit convenor: Dr Chris Baumann

Economist (SEBA), MBA (SFU), DBA (Macquarie)

Prerequisites: MKTG696 or admission to MCom or MIB or MEc or MActPrac prior to 2011

Credit points: Four

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

ABOUT THIS UNIT

This postgraduate unit provides opportunities for development and demonstration of a significantly enhanced depth and breadth on knowledge in the complex field of Brand Management. A strong emphasis is placed on scholarly work in order to allow for an in-depth understanding of the related branding and marketing literature. Postgraduate Capabilities will be developed in order to prepare students for the competitive business careers by applying advanced theory to complex branding challenges. The unit assumes prior knowledge equivalent to that provided by an undergraduate degree in the area of marketing and appropriate graduate capabilities such as teamwork and presentation skills.

TEACHING STAFF

- Lecturer: Dr Chris Baumann (chris.baumann@mq.edu.au)

CONSULTATION TIMES

- Consultation time with Dr Baumann: Thursdays 2.45-4.45 pm.
- You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special

circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.

- Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

CLASSES

- 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 classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Once the tutorial groups are formed, students cannot change their classes.
- Attendance will be taken in class.
- Warning: You must attend at least 10 of the 12 classes – failure to do so will lead to a major deduction in marks.
- To avoid incurring a penalty, medical certificates must be provided if you are not able to attend a class.
- Students are expected to arrive on time, and not to leave until the class ends.

PRIZES

- None

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Keller, Kevin L. (2008), *Strategic Brand Management (third edition)*. Upper Saddle River, NJ: Prentice-Hall.

Baumann, C. and Valentine, T. (2010), *Marketing In Focus: The Global Financial Crisis*, Pearson Education Australia.

The textbook (including the Marketing in Focus booklet as a pack) will be available from the Co-Op Bookshop.

TECHNOLOGY USED AND REQUIRED

- Students are required to learn how to use power point, word processing and blackboard.

UNIT WEB PAGE

The web page for this unit can be found at: <http://learn.mq.edu.au>

LEARNING OUTCOMES

The learning outcomes of the unit are:

- To critically evaluate the current branding literature;
- To systematically assess Brand Management strategies;
- To apply the Brand Management theory to complex branding challenges;
- To create research outputs that produce new knowledge or insights in relation to the dimensionality of branding across geographic boundaries, brand portfolios and diachronically
- To develop critically reflective practice in relation to marketing literature, research activities and methodologies, team work and also opportunities for future development.

These learning outcomes develop and involve a greater level of sophistication, creativity and maturity as postgraduate students engage with the multifaceted material. The unit through its challenging curriculum allows for deep learning as it emphasises the development of critically reflective practice and research outputs that produce new knowledge.

GRADUATE CAPABILITIES

Marketing graduates are expected to know the following 6 discipline specific knowledge and skills upon graduation. This unit contributes to this learning by helping student develop capability numbers 2, 5 and 6 below (italicised).

1. Learn to apply marketing principles and tactics in local and global markets for organisations (for-profit or non-profit) and governments in order to achieve commercial outcomes (e.g., profit) or solve social problems (e.g., public health and environmental issues).
2. *Understand how and why consumers make decisions to purchase, use and eventually dispose of products and services resulting in a better understanding of consumerism issues in both for-profit and non-profit sectors.*
3. Learn to define a problem consistent with business decisions, determine the information need, and then gather and process data to aid those decisions.
4. Learn how to structure a marketing message in order to achieve cut-through and position a brand through the creative and efficient use of various communication tools.

5. *Understand the key concepts of customer acquisition, retention and development and the delivering of value to targeted segments at a profit by integrating internal processes, enabled by information technology.*
6. *Learn marketing strategy models, tools and analytical techniques to aid the assessment of marketing programs in order to maximise a company's chances of achieving a sustainable competitive advantage.*

In addition to the discipline based learning objectives above, Macquarie University also seeks to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this learning by helping student develop generic skills number 1, 2 and 3 below (*italicised*).

1. *Critical, Analytical and Integrative Thinking*
2. *Problem Solving and Research Capability*
3. *Creative and Innovative*
4. Effective Communication
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. Capable of Professional and Personal Judgement and Initiative
8. Commitment to Continuous Learning

TEACHING AND LEARNING STRATEGY

This unit is lecture- and tutorial-based. Typically, the class structure will be like this:

- During lectures, Brand Management theory and concepts will be discussed. To take advantage of the large proportion of international students and the variety that this provides (for example in terms of culture), we will establish links between theory and your personal experiences in an international market setting during class discussions. Additionally, DVDs will give illustrations of real-world examples.
- During tutorials, student groups will present their Applied Research Projects and be involved in the class discussion, including on the 'Marketing in focus' booklet.
- The lecture notes will be posted on <http://learn.mq.edu.au/> on a weekly basis. For your own convenience it is recommended to print hardcopies of the respective notes *before* coming to class. The recording (video or tape) of lectures or tutorials is *not* permitted. If you miss a class/tutorial, ask a colleague for their notes.

LECTURE AND TUTORIAL OUTLINE

Subject to change without further notice!

Week	Lecture	Chapter	Tutorial
1	<i>Introduction</i>		No tutorial
2	Brands and Brand Management	1	Team Formation 1 st Assignment Allocation
3	Customer-Based Brand Equity Brand Positioning and Values	2 3	'Marketing in focus' discussion 2 nd Assignment Allocation
4	Choosing Brand Elements to Build Brand Equity	4	1st Assignment Presentation 3 rd Assignment Allocation
5	Designing Marketing Programs to Build Brand Equity Integrating Marketing Communications to Build Brand Equity	5 6	Associate Professor Hume Winzar on Research 2nd Assignment Presentation 4 th Assignment Allocation
6	Leveraging Secondary Brand Knowledge to Build Brand Equity Developing a Brand Equity Measurement and Management System	7 8	3rd Assignment Presentation
7	Measuring Sources of Brand Equity: Capturing Customer Mindset	9	4th Assignment Presentation
	<i>Recess</i>		
	<i>Recess</i>		5 th Assignment Allocation (posted online)
8	Measuring Outcomes of Brand Equity: Capturing Market Performance	10	'Marketing in focus' discussion 6 th Assignment Allocation
9	Designing and Implementing Branding Strategies	11	5th Assignment Presentation 7 th Assignment Allocation
10	Introducing and Naming New Products and Brand Extensions	12	6th Assignment Presentation 8 th Assignment Allocation
11	Managing Brands over Time	13	7th Assignment Presentation
12	Managing Brands over Geographic Boundaries and Market Segments	14	8th Assignment Presentation
13	Closing Observations	15	'Wrapping it up'

RESEARCH AND PRACTICE

- This unit uses research by Dr Chris Baumann and his colleagues:

Baumann, Chris, Elliott, Greg & Burton, S. (2012), 'Modeling Customer Satisfaction and Loyalty: Survey Data vs Data Mining', *Journal of Services Marketing*, forthcoming.

Baumann, C., Elliott, G. & Hamin (2011), 'Modelling Customer Loyalty in Financial Services: A Hybrid of Formative and Reflective Constructs', *International Journal of Bank Marketing*, Volume 29, Number 2.

Tung, R.L. and Baumann, C. (2009), Comparing the Attitudes toward Money, Material Possessions and Savings of Overseas Chinese vis-a`-vis Chinese in China: Convergence, Divergence or Cross-vergence, vis-a`-vis 'One Size Fits All' Human Resource Management Policies and Practices', *International Journal of Human Resource Management*, Volume 20, Number 11, 2382 - 2401. This article is to be reprinted in Warner, M. (Ed.). *'Making Sense' of Chinese Human Resource Management*. London: Routledge, 2010.

Baumann, C., Burton, S., Elliott, G. & Kehr, H. (2007), 'Prediction of attitude and behavioural intentions in retail banking', *International Journal of Bank Marketing*, Volume 25, Number 2, 102-116.

Baumann, C., Burton, S., & Elliott, G. (2007), 'Predicting Consumer Behavior in Retail Banking', *Journal of Business and Management*, Volume 13, Number 1, 79-96.

Baumann, C., Elliott, G. & Burton, S. (2007), 'Share of Wallet in Australian Retail Banking: An Empirical Study with Implications for Practice and Research', *Journal of Financial Transformation*, December, Volume 21.

Baumann, C., Burton, S. & Elliott, G. (2005), 'Determinants of Customer Loyalty and Share of Wallet in Retail Banking', *Journal of Financial Services Marketing*, March, Volume 9, Number 3, 231-248.

- This unit also uses research from the following journals:

- ❖ Journal o Brand Management
- ❖ 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.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

The assessment of the course has the following components:

	Participation (10%)	Applied Research Project (40%)	Marketing in Focus' hand-in (10%)	Final exam (40%)	Total
Description	Your participation throughout the semester will be evaluated by the lecturer and tutor.	This project is made up of presentation (20%) and write-up (20%). Presentation is for 30 minutes followed by 10 minutes of class questions	Individual written assignment (10 pages)	Closed book exam, 2 hours, 3 questions	
Due date	Continuous	As assigned	As assigned	Please check the exam timetable for location and time.	
Marking criteria/standards & expectations	Attendance at class Meaningful contributions during class time Punctuality Professional conduct and behaviour	Topic coverage Research component Presentation style Time management Discussion generated	Topic coverage Research component Presentation style	Essay type questions	
Submission method	n/a	Presentation to be held Report to be submitted Slides to be submitted (Soft- and hard copies)	Assignment to be submitted as soft- and hard copy	On campus exam	

	Participation (10%)	Applied Research Project (40%)	Marketing in Focus' hand-in (10%)	Final exam (40%)	Total
Feedback	Mark	Mark and comments	Mark and comments	Mark	
Estimated student workload (hours)	10 hours	40 hours	10 hours	40 hours	100 hours
Learning outcomes assessed:					
To critically evaluate the current branding literature		5		10	15%
To systematically assess Brand Management strategies		5	5	10	20%
To apply the Brand Management theory to complex branding challenges		5	5	10	20%
To create research outputs that produce new knowledge or insights in relation to the dimensionality of branding across geographic		5			5%

	Participation (10%)	Applied Research Project (40%)	Marketing in Focus' hand-in (10%)	Final exam (40%)	Total
boundaries, brand portfolios and diachronically					
To develop critically reflective practice in relation to marketing literature, research activities and methodologies, team work and also opportunities for future development		5			5%
Graduate capabilities assessed:					
Critical, Analytical and Integrative Thinking	5	5		5	15%
Problem Solving and Research Capability		5		5	10%
Creative and Innovative	5	5			10%
Total	10%	40%	10%	40%	100%

- Late submissions will result in 10% per day penalties.

Examinations

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

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

A 2-hour final examination for this unit will be held during the University Examination period.

Successful completion of the unit is conditional on a satisfactory assessment in the final exam.

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 only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at <http://www.reg.mq.edu.au/Forms/APSCon.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Divisions may wish to signal when the Division's Supplementaries are normally scheduled.)

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>

ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at

http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

GRADES

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction

D - Distinction

CR - Credit

P - Pass

F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>.

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.