

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG311
Brand Management

Semester 1, 2010

Department of Business

**MACQUARIE UNIVERSITY
DIVISION OF BUSINESS AND ECONOMICS
UNIT OUTLINE**

Year and Semester:	Semester 1, 2010
Unit convenor:	Dr Chris Baumann <i>Economist (SEBA), MBA (SFU), DBA (Macquarie)</i>
Prerequisites:	MKT204 or MKT208 or MKT210 and STAT170 or Stat 171 Ideally, students have completed a <i>Marketing Fundamentals course</i> , since a clear understanding and knowledge of basic marketing concepts is beneficial in order to follow class discussions.

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.

This is a 3 credit point unit.

ABOUT THIS UNIT

Firms of nearly all types have come to the realisation that one of the most valuable assets they have is their brand. This unit explores branding across goods and services and introduces relevant theory used to design effective branding strategies. Besides discussing appropriate theories and models, the unit will also incorporate practical branding cases, so that students should be able to make and evaluate branding decisions in the future. Particular emphasis is placed on understanding the psychological principles at the consumer level that will improve managerial decision-making with respect to brands. The unit will cover the importance of brand equity and the application of the marketing mix to brand strategies.

TEACHING STAFF

Lecturer in charge	Maynel Haddad	<ul style="list-style-type: none">▪ Email: Maynel.Haddad@efs.mq.edu.au▪ Room: Level 6, E4A Room TBA▪ Consultation times will be announced in class
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CLASSES

There will be 12 x 3 hour lectures/tutorials, that is 3 hours face-to-face teaching per week consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial, plus a final exam (date to be announced).

The timetable for classes can be found on the University website at: <http://www.timetables.mq.edu.au/>

Please ensure that you are officially enrolled in one of the tutorial classes, since you are not allowed to switch between them – once you have been assigned to a tutorial class, you must always attend class at the same time.

Please be on time for class. If you are more than 10 minutes late, please wait until the first break since latecomers do interrupt the class. Punctuality is the politeness of kings (Louis XVIII of France, 1755-1824).

You are required to attend all lectures/tutorials.

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. (2009), *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.

UNIT WEB PAGE

Blackboard: <http://learn.mq.edu.au/>

LEARNING OBJECTIVES AND OUTCOMES

This unit is designed to provide students with an *overview* of Brand Management.

The specific learning objectives of the unit are:

- To increase understanding of the important issues in planning and evaluating brand strategies;
- To provide the appropriate theories, models, and other tools used to make better branding decisions; and
- To provide a forum for students to apply these principles.

The learning outcomes of the unit are:

- To gain an understanding of the major elements of Brand Management;
- To be able to critically assess Brand Management strategies;
- To be able to apply Brand Management theory to real life examples; and
- To work effectively in teams to analyse and prepare presentations on brand management issues.

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following:

Self-awareness and interpersonal skills;
Communication skills
Critical analysis skills
Problem-solving skills
Creative thinking skills

TEACHING AND LEARNING STRATEGY

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

- During lectures, Brand Management theory and concepts will be discussed. To take advantage of the cultural diversity in the classroom and the variety that this provides, we will establish links between theory and your personal experiences in an international market setting during class discussions.
- During tutorials, student groups will present their Brand Audit Projects and be involved in the class discussion. Students as individuals will also be required to complete mini assignments based on the Baumann, C. and Valentine, T. (2009), *Marketing In Focus: The Global Financial Crisis*, Pearson Education Australia booklet and be able to discuss their responses in class. The typed mini assignments will be collected at the end of the appropriate tutorials (see timetable). Hand written assignments cannot be accepted.
- 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 hard copies 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.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Theory and concepts will be discussed and applied during lectures and tutorials, and students are expected to contribute during these sessions. Students will also work in teams on a Brand Audit Project. This task will assist students in applying Brand Management theory to real life examples and critically assess Brand Management strategies. Further, this assignment will be an opportunity for students to work effectively in teams to research, analyse and prepare presentations on brand management issues. The overall understanding of the major elements of Brand Management will be tested in the mid-semester test and the final exam. The mid-semester test is a diagnostic task designed to provide students with early feedback on their performance. The mini assignments based on the Global Financial Crisis booklet are designed to provide regular assessment, feedback and an opportunity for individual students to participate in class. The booklet provides insight into the recent global financial crisis and the impact this has had for Branding.

The assessment components of this unit are as follows:

Component	Weighting	Assessment
Mid Semester Test	10%	Individual mark
Final Exam	40%	Individual mark
Brand Audit Project - Presentation	25%	One mark per team
Individual Mini Assignments 5 X 5%	25%	Individual mark
Total	100%	

- All students are required to complete any assigned reading; prepare for and attend all classes (i.e. class attendance and participation is compulsory); participate in class discussions; complete assignments (including presentations and mini assignments); and complete the mid-semester test and the final examination.
- 80% attendance at classes (i.e. lectures and tutorials) is a prerequisite to passing this course. Attendance will be taken at the *beginning of class* to ensure this.
- Assignments submitted after the due date have to be accompanied by a doctor's certificate. Five marks will then be deducted for each day late. If you are unable to provide a doctor's certificate, you will be awarded zero marks.
- No correspondence will be entered into directly with any student regarding academic performance, i.e. marks/grades of assignments, mid-semester test or final exam. Students wishing to appeal their grade must do so through the authorised University channel.
- To pass this course you must pass the Mid Semester Test and the Final Exam.

MID SEMESTER TEST

The Mid Semester Test is based on the material covered in lectures in week 1-4 and will take place in week 5. The test is multiple choice only. There will be 35 questions to be answered within 50 minutes.

FINAL EXAM

The final exam will consist primarily (but not only) of *essay-type questions*. It will consist of *four compulsory questions* that may contain sub-questions (e.g. 1a, 1b and 1c) and you will have two hours to write the exam, plus 10 minutes reading time at the beginning of the exam. This exam is *closed book* and *no dictionaries* will be allowed. You will be tested on all topics covered during class and tutorials, *including videos/DVDs, possible talk(s) of guest speaker(s) and material not mentioned in the official class notes*. Please note that, due to time constraints, it is impossible to cover each and every slide of the lecture notes and the entire textbook content during lecture time. It is therefore incumbent upon all

students to read the relevant textbook chapters as part of the overall course requirements and to study material not specifically discussed during class on their own (since this could also be tested). The exam also covers the assignments (i.e. Brand Audit Projects) discussed in tutorials and the mini assignments based on the Global Financial Crisis Booklet.

The University Examination period in First Half Year 2010 is from 8 - 25 June 2010.

The final exam *must* be taken when scheduled. 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. You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. Students should also note that supplementary exams are subject to a more rigorous marking procedure owing to the benefit of extra study time for the student.

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>

All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official examination period.

BRAND AUDIT PROJECT

Overview

There will be a Brand Audit to be conducted in teams.

This assignment is designed to enhance your knowledge about current branding issues and will be used to generate discussion during tutorial time. Further, this assignment shall improve your information collection and interpretation skills. The purpose is to apply theoretical concepts to the real-world and to incorporate the current managerial branding literature.

Using a team approach, students will need to work with other class members. Students will divide into teams of ideally 4 - 6 (depending on the class size) in Week 2 of semester.

Group work is intended to be of benefit in that a number of perspectives and interpretations are presented; alternative points of view are encouraged.

The brand audit project is designed to allow you to demonstrate your understanding of the course material, your ability to apply it to a real-life example and your capacity to work in a team to make it happen. Every team must study a different brand (to be approved by the lecturer). The lecturer will provide each team with a brand category to ensure that the brand choice for each team is different. However within these categories each team may select their brand of choice. The goal of the brand audit is to assess its sources of brand equity and suggest ways to improve and leverage that brand equity.

A variety of sources of information must be used to assemble the audit. Students are encouraged to consult trade magazines and business publications, and consult with official company sources. **It is not assumed that you will be able to gain any cooperation from the company.** In fact, students should NOT under any circumstances contact the company involved in the Brand Audit, nor should any form of primary research (e.g. distributing a questionnaire) be conducted! Failure to observe this will result in zero marks being awarded for this assignment. Further research into relevant journals, newspapers, magazines, books and website material, however, is strongly recommended.

In week 5 all groups will provide their tutor with a one page typed proposal (further details will be provided in tutorial). In week 7 each team will briefly present their proposal and progress report to their respective tutorials and should be ready to discuss the rationale for their choice. The final presentations for the Brand Audit project will be in weeks 9 – 13. Teams will present their Brand Audits in a stand-up presentation at the nominated times, on the nominated days and lead the class discussion. All students are required to actively participate in classroom discussion during these presentations.

Brand Audit Presentation Guidelines

1. Proposal (Week 7)

The proposals must be brief. Please limit your presentations to a maximum of 5 minutes plus 5 minutes of discussion time. This is necessary to ensure that every group has an opportunity to present and discuss their proposals.

2. Your final brand audit presentation should include the following:

- **Brief introduction**
- **Brand inventory**
 - Owner of the brand
 - History of the brand
 - Products/Services offered under this brand
 - Positioning of the brand
 - Brand Elements (names, URLs, logos, symbols, characters, slogans, jingles, packaging)
 - Distribution (where is the brand available?)
 - Competitors (include market share and other relevant facts and figures)
 - Approximate value of the brand (include revenues, profitability, budget, etc.)

- **Brand exploratory** (e.g. based on consumer reports, consumer groups, discussion group web sites, magazines, newspapers) → *this is the more challenging research and analytical component of this assignment!*
 - Brand awareness
 - Brand associations
- **Conclusion**
 - SWOT analysis; clearly identify key marketing challenges
 - Recommendations (addressing the identified key marketing challenges) → and make sure they are realistic (budget, etc.)!

Students will prepare *professional* (i.e. business attire for the purpose of the presentations recommended) quality presentations of *maximum 40 minutes duration (including class discussion time)* each for the Brand Audit. *Every* team member must present in order to be allocated a presentation mark. Stimulation of effective discussion and debate will be an important and integral part of the presentation assessment. You should *involve* the class (you can be creative here), *lead a discussion* at the end and demonstrate your knowledge (as a result of having conducted substantial research) on the material. *Important is also that you present a clear, realistic and doable recommendation for the brand at hand!* A handout of your presentation (ideally 3 slides per page; i.e. similar format to the lecture notes on Blackboard) should be provided to your lecturer prior to your presentation. *The assignment presentations and discussions are examinable.*

In addition to visual aids (e.g. overhead projectors, slides, videos, white board, etc.) you may use team members in supporting roles, *i.e. role-plays*. Students are reminded that presentation aids must be prepared *in advance* of the class and that *efficient setting-up procedures* are part of the overall presentation assessment. Students will be penalised for the inappropriate use of class time. All teams must present their assignments on the day they are due. There will be no excuses accepted. Failure to present on the allocated day will result in a zero presentation mark.

Please also ensure that every slide provides the name of the presenter of that slide and (if different) the name of the originator of the slide.

A soft copy of your presentation of your group's presentation slides (for both your initial proposal in week 7 and your final presentation) must be forwarded to your lecturer within 24 hours of your presentations.

A handout of your presentation (ideally 3 slides per page; i.e. similar format to the lecture notes on Blackboard) should be provided to your tutor prior to your presentation. Please also include your names on the bottom of the slides you made/present.

The hard copy of your final presentation must also include:

- *the appropriate cover sheet (see the blackboard for the cover sheet for this course),*
- *a reference page or bibliography listing only the material that you actually refer to in the presentation/overheads.*
- *and an individual learning reflection for each of your team members:*

i.e. each individual's reflection on the learning process

- What have I learned about marketing/branding?
- What have I learned about conducting research?
- What have I learned about team work during this assignment?
- What could we have done better?

Additional information and guidance will be provided in tutorials.

WRITTEN MINI ASSIGNMENTS – INDIVIDUAL

Five written mini assignments based on the booklet Baumann, C. and Valentine, T. (2009), *Marketing In Focus: The Global Financial Crisis*, Pearson Education Australia must be submitted. The first mini assignment is due in tutorial in week three. Each mini assignment *should not exceed* approx 150 words per question or 2 A4 pages (exclusive of the list of references, attachments like appendices and exhibits)-*typed with double line spacing* using font *Arial size 12*, margins top/bottom 1.00" and left/right 1.25" (measurement in inches – MS Word default). This will allow enough space for comments. Marks will be deducted for exceeding the number of pages. All assignments must be typed. No late assignments will be accepted.

Readings from Baumann, C. and Valentine, T. (2009), <i>Marketing In Focus: The Global Financial Crisis</i>	Pages/Questions	Submission Week
1. Marketing in turbulent Times, and 2. Consumer behaviour during the GFC	Pp 41-53 Questions 1- 4	Week 3
3. Marketing in Recessionary Times	Pp 54- 58 Questions 1 - 4	Week 4
4. The Lipstick Effect	Pp 59 -63 Questions 1 - 4	Week 6
5. Banking -Back to the Roots	Pp 64 – 68 Questions 1-4	Week 7
6. GFC Forces etc.	Pp 69 – 74 Questions 1 - 4	Week 9

Please provide a cover page for each mini assignment which includes the course name (MKTG311), your tutorial time/day, your name, student number, the assignment number (1 through 5), date of completion and the appropriate due date.

As a minimum it is expected that you will refer to at least one source in addition to your Global financial Crisis booklet for these mini assignments.

All papers submitted must be *proof-read* before being handed in. Proof-read in this context means that the paper must have *page numbering* and have been subjected to a complete *spell check and grammar check* (use programs which are now widely available in word processing packages; read the paper yourself several times and possibly ask a friend/colleague to read it as well). A substantial amount of marks will be deducted for substantial levels of spelling and grammar mistakes.

Papers must be *referenced* using the **APA Style**. Marks will be deducted for failure to conform to this style. Students who are unclear about this referencing style should refer to the APA website:

- <http://apastyle.apa.org/>

Another helpful link from the MQ Library is here:

- <http://www.lib.mq.edu.au>

A high level of academic standard and professionalism is expected for **all** materials and presentations as this is a third year subject.

PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

Please, absolutely no plagiarism - you must acknowledge *all* sources of the ideas included in your work. Plagiarism amounts to academic misconduct, for which there are severe penalties. The same applies to cheating (e.g. during the exam). Where individual or group work is required for the purpose of assessment, copying of the work of other individuals or groups without acknowledgment is considered to be cheating and plagiarism. *Please keep in mind that assignments can easily be checked by the marker for plagiarism using "Turnitin", a software tool that detects suspicious cases.*

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>.

LECTURE AND TUTORIAL OUTLINE

- Subject to change without further notice -

Week	Date	Lecture	Ch(s)	Tutorial	Group Project	Individual Assignment
1	22.02.	Introduction		No tutorial		
2	01.03.	Brands and Brand Management	1	Team Formation Allocation timing and category		
3	08.03.	Customer-Based Brand Equity Brand Positioning and Values	2 3			Ass 1
4	15.03.	Choosing Brand Elements to Build Brand Equity	4			Ass 2
5	22.03.	Mid Term examination Programs to Build Brand Equity Integrating Marketing Communications to Build Brand Equity	5 6		All groups submit 1 page proposal	
6	29.03.	Early Evaluation (feedback on the unit) Leveraging Secondary Brand Knowledge to Build Brand Equity Developing a Brand Equity Measurement and Management System	7 8			Ass 3
	05.04.	Recess				
	12.04.	Recess				
7	19.04	Measuring Sources of Brand Equity: Capturing Customer Mindset & Capturing Market Performance	9 10		All groups present proposal to tutorial	Ass 4
8	26.04.	Public Holiday on Monday 26th April		No tutorials No Lecture		
9	03.05.	Designing and Implementing Branding Strategies	11		Brand Audit Presentation 1	Ass 5
10	10.05.	Introducing and Naming New Products and Brand Extensions	12		Brand Presentation 2	
11	17.05.	Managing Brands over Time (Final Exam Overview)	13		Brand Audit Presentation 3	
12	24.05.	Managing Brands over Geographic Boundaries and Market Segments	14		Brand Audit Presentation 4	
13	31.05	Course Evaluation (Student Feedback) Closing Observations	15		Brand Audit Presentation 5	