

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

**MKTG311**  
**Brand Management**

**Semester 1, 2011**

*Department of Marketing & Management*

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

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.

<b>Year and Semester:</b>	2011, Semester 1
<b>Unit convenor:</b>	Dr Chris Baumann <i>Economist (SEBA), MBA (SFU), DBA (Macquarie)</i>
<b>Prerequisites:</b>	MKT204 or MKT208 or MKT210 and STAT170 or Stat 171
<b>Credit points:</b>	3

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#### **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/Tutor: Maynel Haddad ([maynel.haddad@mq.edu.au](mailto:maynel.haddad@mq.edu.au))
- Tutor: John Edwards ([jcpedwards@optusnet.com.au](mailto:jcpedwards@optusnet.com.au))
- Tutor: Jasmina Ilicic ([jasmina.ilicic@mq.edu.au](mailto:jasmina.ilicic@mq.edu.au))
- Tutor: Terrie Yap ([terrieyap@yahoo.com](mailto:terrieyap@yahoo.com))

## CONSULTATION TIMES

- Consultation time with Maynel will be announced in lectures.
- Consultation time with your tutor: during tutorials or by appointment.
- 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: 13 times 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 the tutorials. You are required to attend all lectures/tutorials.
- **Warning:** You must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction from your group-work contribution.
- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.

Students are expected to arrive on time, and not to leave until the class ends. 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).

- If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.
- Students must be quiet during classes, unless of course when class participation is required.

- Mobile phone must be turned OFF and not simply set to 'silent'.
- Students who disturb or disrupt in lectures and tutorial class will be asked to leave.
- All students are expected to fully participate in assigned group assessment work.
- The lecturer has the final say in the adjustment of group-work marks taking into account peer assessment ratings.

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

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

#### **LEARNING OUTCOMES**

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

The learning outcomes of this unit are:

- To work effectively in teams to analyse and prepare presentations on brand management issues
- To increase understanding of the important issues in planning branding strategies and in evaluating brand strategies
- To be able to apply appropriate theories, models, and other tools used to make better branding decisions

## 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 1,3 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, 3 and 4 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-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 both a local and an international market setting during class discussions.
- During tutorials, student groups will present their Brand Audit Projects and be involved in the class discussion. Student will also be required to prepare answers to case studies 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. They will also be required to submit 1 formal individual assignment.
- 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.

## RESEARCH AND PRACTICE

- This unit uses research by Dr Chris Baumann and his colleagues
- This unit also uses research from the following journals:
  - ❖ Journal of Brand Management
  - ❖ Journal of Advertising Research
  - ❖ Journal of Marketing
- 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**

<b>Title/Name</b>	<b>Individual Assignment 1 (10%)</b>	<b>Mid Semester Exam (20%)</b>	<b>Brand Audit (30%)</b>	<b>Final Exam (40%)</b>	<b>Total</b>
Description	Individual written assignment	Closed book exam	This group project in the form of an audit consists of research, analysis, and presentation. 40 minute presentation followed by 10 minutes class discussion	Closed book exam. 2 hours. 4 questions	
Due date	W/C 14/03 (as assigned)	W/C 28/3 (as assigned)	As assigned	Please check exam timetable for location and time	
Marking criteria/standards & expectations	Topic coverage, research component, depth of response, presentation /style	Answers to multiple choice questions assessing understanding of content lectures 1 – 5	Depth and breadth of topic coverage, Research component, Presentation Style, Time Management, Application of branding principles and tools, discussion generated	Essay type responses	
Submission method	Paper submission	Paper submission	In class presentation plus paper and electronic submission of overheads.	On Campus Exam	

Feedback	Mark and comments and verbal feedback will be provided within 4 weeks	Mark and Feedback will be provided after the mid semester break in lectures	Mark and specific feedback will be provided in 2 stages. Immediately for initial proposal and final before the final examination	N/A	
Estimated student workload (hours)	10 hours	20 hours	30 hours	30 hours	90 hours
<b>Learning outcomes assessed:</b>					
To work effectively in teams to analyse and prepare presentations on brand management issues			5		5
To increase understanding of the important issues in planning branding strategies and in evaluating brand strategies	5	5	5	10	25
To be able to apply appropriate theories, models, and other tools used to make better branding decisions		5	5	10	20
<b>Graduate capabilities assessed:</b>					

<i>Critical, Analytical and Integrative Thinking</i>		5		10	15
<i>Problem Solving and Research Capability</i>		5	5	10	20
<i>Creative and Innovative</i>			5		5
<i>Effective Communication</i>	5		5		10
<b>Total</b>	10%	20%	30%	40%	100%

- Late submissions will result in 10% per day penalties.
- Attendance: If there is a compulsory attendance requirement for the unit then it must be clearly stated in this section of the study guide.

## **MID SEMESTER TEST**

The Mid Semester Test is based on the material covered in lectures in weeks 1- 5 and will take place in week 6 either during lecture or tutorial. This information will be announced in lectures. The test is multiple choice only. There will be 35 questions to be answered within 50 minutes.

## **FINAL EXAM**

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.

The University Examination period in First Half Year 2011 is from 6 to 24 June.

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](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/how\\_do\\_i/grade\\_appeals](http://www.businessandconomics.mq.edu.au/new_and_current_students/undergraduate/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](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 issues email account is used for official University communication.