MKTG311
Brand Management

Semester 1, 2012

Department of Marketing and Management
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

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

- Convenor: Dr Chris Baumann (chris.baumann@mq.edu.au; ph: 9850 8551)
- Lecturer: Maynel Haddad (maynel.haddad@mq.edu.au)
- Tutor: John Edwards (john.edwards@mq.edu.au)
- Tutor: Lawrence Potter (lawrencep@incitemg.com.au)
- Tutor: Terrie Yap (terrieyap@yahoo.com)
CONTACTING STAFF

- **Convenor:** Dr Chris Baumann: Thursdays 2.30-4.30pm
- **Lecturer:** Maynel Haddad: Available after class or by appointment
- **Tutors:** By appointment (email as first point of contact)

- 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.

- **Other ways of contacting staff**
  The preferred method of contact to arrange consultation is email.

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/](http://www.timetables.mq.edu.au/)

- Once the tutorial groups are formed, students cannot change their tutorial classes.

- Attendance will be taken during tutorials. You are required to attend all lectures and tutorials.

- You must attend at least 80% of your scheduled tutorials.

- 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.

PRIZES

None

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS


  Baumann, C. and Valentine, T. (2010), Marketing In Focus: The Global Financial Crisis, Pearson Education Australia. (This booklet is subsequently referred to as the “Baumann Booklet”.)

• The textbook will be available from the Co-Op Bookshop. The Baumann booklet is included in a pack with the text book at no additional cost. If you elect to purchase the text from another source, you are responsible to also obtain a copy of the Baumann booklet.

• The text book and Baumann Booklet are available in the Macquarie Library.

TECHNOLOGY USED AND REQUIRED

Students are required to learn how to use power point, word processing and the learning management system (iLearn).

UNIT WEB PAGE

The course material is available on the learning management system (iLearn). The web page for this unit can be found at: https://ilearn.mq.edu.au/login/MQ/
**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 and in bold).

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 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 the following generic graduate capabilities:

1. Critical, Analytical and Integrative Thinking
2. Problem Solving and Research Capability
3. Creative and Innovative
4. Effective Communication
## Learning and Teaching Activities

<table>
<thead>
<tr>
<th>Week</th>
<th>Date (W/C)</th>
<th>Lecture</th>
<th>Ch(s)</th>
<th>Tutorial</th>
<th>Group Project</th>
<th>Individual Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>27.02.</td>
<td>Introduction</td>
<td></td>
<td>No tutorial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>05.03.</td>
<td>Brands and Brand Management</td>
<td>1</td>
<td>Team Formation Allocation timing and category</td>
<td>Teams formed, areas assigned</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>12.03.</td>
<td>Customer-Based Brand Equity, Brand Positioning and Values</td>
<td>2 3</td>
<td>Reading 1 &amp; 2 Baumann Booklet</td>
<td>Teams to commence research for their major project</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>19.03.</td>
<td>Choosing Brand Elements to Build Brand Equity</td>
<td>4</td>
<td>Product level exercise Reading 3 Baumann Booklet (not discussed in tutorial)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>26.03.</td>
<td>Programs to Build Brand Equity Integrating Marketing Communications to Build Brand Equity</td>
<td>5 6</td>
<td>Reading 4 Baumann Booklet Review of proposal with tutor and approval/adjustment as required.</td>
<td>All groups submit 1 page proposal and timetable for approval to tutor. Immediate feedback.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>02.04.</td>
<td>Public holiday on Friday 6th April (Wednesday lecture and tutorials only) Leveraging Secondary Brand Knowledge to Build Brand Equity Developing a Brand Equity Measurement and Management System</td>
<td>7 8</td>
<td>Reading 5 Baumann Booklet 5 minute presentation and question time (progress report on brand audit project)</td>
<td>All groups to continue research for major presentation</td>
<td></td>
</tr>
<tr>
<td>09.04.</td>
<td>Recess</td>
<td>No tutorials or Lectures</td>
<td></td>
<td></td>
<td>All groups to continue research for major presentation</td>
<td></td>
</tr>
<tr>
<td>16.04.</td>
<td>Recess</td>
<td>No tutorials or Lectures</td>
<td></td>
<td></td>
<td>All groups to continue research for major presentation</td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Lecture</td>
<td>Ch(s)</td>
<td>Tutorial</td>
<td>Group Project</td>
<td>Individual Assignment</td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
<td>-------------------------------------------------------------------------</td>
<td>-------</td>
<td>--------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>7</td>
<td>23.04</td>
<td><strong>Public holiday on Wednesday 25th April (no Wednesday lecture and tutorials; everything else remains the same)</strong>&lt;br&gt;<strong>Topic (see wk 6)</strong></td>
<td>7 8</td>
<td>Reading 5 Baumann Booklet 5 minute presentation and question time (progress report on brand audit project)</td>
<td>All groups to continue research for major presentation Groups present proposals. 5 minute max presentation plus question time. All groups</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>30.04</td>
<td><strong>Measuring Sources of Brand Equity: Capturing Customer Mindset &amp; Capturing Market Performance</strong></td>
<td>9 10</td>
<td>Reading 6 Baumann Booklet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>07.05</td>
<td><strong>Designing and Implementing Branding Strategies</strong></td>
<td></td>
<td></td>
<td>Brand Audit Presentation1</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>14.05</td>
<td><strong>Introducing and Naming New Products and Brand Extensions</strong></td>
<td></td>
<td></td>
<td>Brand Audit Presentation2</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>21.05</td>
<td><strong>Managing Brands over Time</strong></td>
<td></td>
<td></td>
<td>Brand Audit Presentation 3</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>28.05</td>
<td><strong>Managing Brands over Geographic Boundaries and Market Segments</strong></td>
<td></td>
<td></td>
<td>Brand Audit Presentation 4</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>04.06</td>
<td><strong>Course Evaluation (Student Feedback) (Final Exam Overview) Closing Observations</strong></td>
<td></td>
<td></td>
<td>Brand Audit Presentation 5</td>
<td></td>
</tr>
</tbody>
</table>
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

Each of the assessments is designed to link to the specific learning outcomes as detailed in the table below.

<table>
<thead>
<tr>
<th>Title/Name</th>
<th>Assignment (10%)</th>
<th>Case study and presentation (40%)</th>
<th>Final Examination (50%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Individual written assignment</td>
<td>Group project in the form of a brand audit consists of research, analysis, and formal presentation. 40 minute presentation followed by 10 minutes class discussion</td>
<td>Closed book exam. 2 ½ hours plus reading time. 5 sections.</td>
<td></td>
</tr>
<tr>
<td>Due date</td>
<td>W/C 19/03 (as assigned)</td>
<td>As assigned</td>
<td>Please check exam timetable for location and time</td>
<td></td>
</tr>
<tr>
<td>Marking criteria/standards &amp; expectations</td>
<td>Topic coverage, research component, depth of response, presentation /style</td>
<td>Depth and breadth of topic coverage, Research component, Presentation Style, Time Management, Application of branding principles and tools, discussion generated</td>
<td>Essay type responses assessing understanding of the content of lectures and tutorials weeks 1 – 13</td>
<td></td>
</tr>
<tr>
<td>Title/Name</td>
<td>Assignment (10%)</td>
<td>Case study and presentation (30%)</td>
<td>Final Examination (40%)</td>
<td>Total</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------------</td>
<td>-----------------------------------</td>
<td>-------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Submission method</td>
<td>Paper submission &amp; Turnitin</td>
<td>In class presentation plus paper and electronic submission of overheads.</td>
<td>On Campus Exam</td>
<td></td>
</tr>
<tr>
<td>Feedback</td>
<td>Mark and comments and verbal feedback will be provided within 4 weeks</td>
<td>Mark and specific feedback will be provided in 2 stages. Immediately for initial proposal and final before the final examination</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Estimated student workload (hours)</td>
<td>10 hours</td>
<td>40 hours</td>
<td>40 hours</td>
<td>90 hours</td>
</tr>
<tr>
<td><strong>Learning outcomes assessed:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To work effectively in teams to analyse and prepare presentations on brand management issues</td>
<td>5</td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>To increase understanding of the important issues in planning branding strategies and in evaluating brand strategies</td>
<td>5</td>
<td>10</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>To be able to apply appropriate theories, models, and other tools used to make better branding decisions</td>
<td>10</td>
<td>10</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td><strong>Graduate capabilities assessed:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Critical, Analytical and Integrative Thinking</td>
<td>5</td>
<td>10</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Title/Name</td>
<td>Assignment (10%)</td>
<td>Case study and presentation (30%)</td>
<td>Final Examination (40%)</td>
<td>Total</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>------------------</td>
<td>----------------------------------</td>
<td>-------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Problem Solving and Research Capability</td>
<td></td>
<td>10</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Creative and Innovative</td>
<td></td>
<td>5</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Effective Communication</td>
<td>5</td>
<td>5</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>10%</td>
<td>50%</td>
<td>40%</td>
<td>100%</td>
</tr>
</tbody>
</table>

- Late submissions will result in 10% per day penalties.
- Applications for extensions must be made in writing and supported by medical documentation.
- Attendance: There is an 80% attendance requirement for this subject. Tutorial attendance for your tutorial in week 13 is compulsory.

**FINAL EXAMINATION**

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 ½-hour final examination for this unit will be held during the University Examination period.

The University Examination period in First Half Year 2012 commences on 12 June 2012 (check the university web site for specific dates).

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://exams.mq.edu.au/](http://exams.mq.edu.au/)

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. The University’s policy on special consideration process is available at: [http://www.mq.edu.au/policy/docs/special_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)
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.

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.
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/policy.html

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Support Services. Details of these and other services for students 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 using 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 units 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.