



## COURSE OUTLINE

# BUS710 Digital Branding

**Course Coordinator:** Sandra Sergeant (ssergean@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Session 5

Online

ONLINE

You can do this course without coming onto campus.

*Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.*

## 1. What is this course about?

### 1.1. Description

The Apple brand is worth \$241.2 B while Disney is worth \$61.3 B (Forbes, 2020). A brand is a firm's most valuable asset and knowing how to develop and maintain a brand's equity is a vital skill for every marketer. This course will provide you with an in-depth understanding of how to creatively design marketing strategies and activities to develop and maintain strong brands. Further, you will also learn how to evaluate the positioning and performance of a brand in the current market. Branding theories, concepts, strategies and practices will be examined across a range of real-world contexts, product types and industries.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>ONLINE 1</b>			
<b>Tutorial/Workshop</b> – Interactive zoom workshop	2hrs	Not applicable	12 times
<b>Online</b> – Interactive learning guides	1hr	Not applicable	12 times

### 1.3. Course Topics

1. Brands and brand management
2. Customer-based brand equity and brand positioning
3. Brand resource and the brand value chain
4. Choosing brand elements to build brand equity
5. Designing marketing campaigns to build brand equity
6. Integrating marketing communications to build brand equity
7. Leveraging secondary brand associations to build brand equity
8. Developing a brand equity measurement and management system, measuring sources of brand equity: capturing customer mind-set
9. Measuring outcomes of brand equity: capturing market performance
10. Designing and implementing brand architecture strategies
11. Introducing and naming new products and brand extensions
12. Managing brand over time and geographic boundaries and market segments

## 2. What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

### 3. What is the unit value of this course?

12 units

### 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Demonstrate critical and creative thinking to identify and solve complex business problems and arrive at innovative solutions.	Knowledgeable Creative and critical thinker	PC3 - Creative and Critical Thinking PC3.1 - Problem Solving
2 Demonstrate capacity and competence in the application of business discipline specific knowledge.	Knowledgeable Empowered	PC6 - Career-adaptive PC6.2 - Discipline Knowledge
3 Demonstrate advanced oral communication skills in a business context	Empowered	PC1.2 - Oral Communication
4 Demonstrate advanced written communication skills in a business context	Empowered	PC1.1 - Written Communication

### 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

#### 5.1. Pre-requisites

Enrolled in any PGRD Program

#### 5.2. Co-requisites

Not applicable

#### 5.3. Anti-requisites

Not applicable

#### 5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

### 6. How am I going to be assessed?

#### 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

#### 6.2. Details of early feedback on progress

In the workshops there will be interactive sessions that progressively reflect upon and re-cap course content to enable students to evaluate their understanding and learning.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Oral	Individual	40%	15 minutes	Week 4	Online Assignment Submission
All	2	Report	Individual	60%	3000 words	Week 7	Online Assignment Submission with plagiarism check

**All - Assessment Task 1:** Brand Situation Analysis- Digital Presentation

<b>GOAL:</b>	To evaluate the current positioning of a brand drawing on branding theory.																			
<b>PRODUCT:</b>	Oral																			
<b>FORMAT:</b>	You will develop a digital presentation analysing the current positioning of a brand of your choice. NB. Please see Blackboard for further assessment detail and marking rubrics.																			
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**All - Assessment Task 2:** Brand Strategy Report –Business Report

<b>GOAL:</b>	To apply theory to develop an effective brand strategy report for a brand of your choice (same brand as Task 1).																						
<b>PRODUCT:</b>	Report																						
<b>FORMAT:</b>	Individual, written report, 3,000 words. You will provide a thoroughly researched and justified brand strategy report for the senior managers of the brand of your choice. This report builds on Assessment Task 1. This task also requires that you explain and justify your recommendations based on previous research and sound application of branding theory																						
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## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

### 8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Keller, K. L. & Swaminathan, V.	2020	Strategic Brand Management, Global Edition	Pearson
Required	Summers, J. & Smith, B.	0	Communication Skills Handbook	John Wiley & Sons Ltd.,Milton, Australia

### 8.2. Specific requirements

Internet access, access to a computer/laptop

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

### 10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

#### 10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

#### 10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

#### 10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

#### 10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

#### 10.8. General Enquiries

##### In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)