

Course Outline

Code: MKG322 Title: The Power of Brands

School:	Business
Teaching Session:	Semester 1
Year:	2020
Course Coordinator:	Dr Aimee Riedel
Course Moderator:	Dr Rory Mulcahy

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

Woolworths vs. Coles, Samsung vs. Apple, Nike vs. Adidas. People buy products not simply for what they are, but for what they mean. A brand is a firm's most valuable asset. It can assist in attracting customers, differentiating products and creating a barrier to entry for competitors. This course will provide you with an understanding of how to design marketing strategies and activities to build, maintain and evaluate strong brands. Branding theories, concepts, strategies and practices will be examined across a range of real-world contexts, product types and industries.

1.2 Field trips, WIL placements or activities required by professional accreditation

N/A

2. What level is this course?

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
Demonstration of knowledge and application of key branding theories and concepts	1, 2 and 3	Career ready Knowledge
Demonstrate advanced oral communication skills in a business context	2	Communication
Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions	3	Critical and creative thinking Problem solving
Demonstrate advanced written communication skills in a business context	3	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 Enrolment restrictions

Nil

5.2 Pre-requisites

BUS105

5.3 Co-requisites

Nil

5.4 Anti-requisites

Nil

5.5 Specific assumed prior knowledge and skills (where applicable)

N/A

6. How am I going to be assessed?

6.1 Grading scale

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

6.2 Details of early feedback on progress

Early feedback will be provided in two ways. First, via an examination in Week Four of the semester. This assessment piece provides students with feedback regarding their ability to recall and apply knowledge relating to the foundational content of the course. Second, students will also be provided formative feedback during tutorial activities throughout the semester.

6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Examination	Individual	20%	60 minutes	Week 4	In Class
2	Oral	Individual	30%	8 minutes	Week 9, Thursday 5 pm (AEST)	Online Assignment Submission
3	Report	Individual	50%	2,500 words	Week 13, Thursday 5 pm (AEST)	Online Assignment Submission with Plagiarism check
			100%			

Assessment Task 1: Examination

Goal:	To demonstrate knowledge and understanding of key branding theories and concepts
Product:	Examination
Format:	This is an individual assessment task. You will have 60 minutes to complete the test in the scheduled lecture time.
Criteria:	Demonstration of knowledge and application of key branding theories and concepts

Assessment Task 2: Brand Positioning Pitch

Goal:	To conduct an audit and assess the positioning of a selected brand
Product:	Oral
Format:	You will evaluate the positioning of a selected brand and develop a digital presentation. More detail will be provided on the course Blackboard site. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: Program Learning Objective 1.2 - Demonstrate effective oral communication skills in a business context.
Criteria:	Conduct of an audit and assessment of positioning of a selected brand Depth and breadth of identification and critical analysis of relevant branding theory and concepts Clarity, logic and flow of arguments presented Use of appropriate verbal communication Use of effective time management

Assessment Task 3: Brand Strategy Report

Goal:	To conduct a brand analysis and provide strategic and tactical recommendations for the brand selected for Assessment Task 2.
Product:	Report
Format:	This is a 2,500-word individual assessment task. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed:

	Program Learning Objective 3.1 - Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions.
Criteria:	<p>Conduct of a brand analysis and provision of strategic and tactical recommendations</p> <p>Knowledge of the decision-making process</p> <p>Identification and critical analysis of pertinent issues in a business context</p> <p>Utilise radical (breakthrough) creativity to develop innovative solutions to business problems</p> <p>Critical analysis of existing sources of secondary data and literature in the field</p> <p>Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation</p>

7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. 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.

Location:	Directed study hours for location:
On campus	Lecture (2 hours) Tutorial (1 hour)

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

Please note that 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 ONE of the resource(s) listed below:

Author	Year	Title	Publisher
Keller, K. L. & Swaminathan, V.	2020, 5th ed.	<i>Strategic Brand Management, Global Edition</i>	Pearson Education Ltd. Essex, England.

8.2 Specific requirements

N/A

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student 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. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module 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:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties

Late submission of assessment tasks will 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 and supply the required documentation to negotiate an outcome.

10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email studentwellbeing@usc.edu.au or accessability@usc.edu.au or call 07 5430 1226

10.6 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>

10.7 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

Appendix 1 Course content

Week # / Module #	What key concepts/content will I learn?	Directed Study Activities: teaching components	Readings
1	Brands and brand management, Customer-based brand equity and the brand positioning	Lecture	Chapters 1 and 2
2	Brand Resonance and the Brand Value Chain	Lecture Lab Tutorial	Chapter 3
3	Choosing brand elements to build brand equity	Lecture Lab Tutorial	Chapter 4
4	Exam	Lecture Tutorial	
5	Designing marketing campaigns to build brand equity	Lecture Lab Tutorial	Chapter 5
6	Integrating marketing communications to build brand equity, Branding in the digital era	Lecture Lab Tutorial	Chapters 6 and 7
7	Leveraging secondary brand associations to build brand equity	Lecture Lab Tutorial	Chapter 8

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8	Developing a brand equity measurement and management system, Measuring sources of brand equity: capturing customer mind-set	Lecture Lab Tutorial	Chapters 9 and 10
9	Measuring outcomes of brand equity: capturing market performance, designing and implementing brand architecture strategies	Lecture Lab Tutorial	Chapters 11 and 12
10	Introducing and naming new products and brand extensions	Lecture Lab Tutorial	Chapter 13
11	Managing brands over Time and Geographic boundaries and market segments	Lecture Lab Tutorial	Chapter 14-15
12	Lecture: Task 3 drop in	Lecture	

Please note that the course activities may be subject to variation.

Mid Semester Break:

13th April 2020-19th April 2020 (Between Week 7 and Week 8)

Public Holidays

Good Friday- Friday 10th April 2020 (Week 7)

Labour Day - Monday 4th May 2020 (Week 10)