



COURSE OUTLINE

MKG322 Building and Managing Brands

Course Coordinator: Jacqueline Burgess (jburgess@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 1

USC Sunshine Coast
USC Moreton Bay
USC Southbank

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE 1

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

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. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop – Pre-recorded concept videos and associated activity	2hrs	Week 2	11 times
Online – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
ONLINE 1			
Tutorial/Workshop – Interactive zoom tutorial	2hrs	Week 2	11 times
Online – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

1.3. Course Topics

1. Brands and brand management
2. Customer-based brand equity and the brand positioning
3. Brand Resonance 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, branding in the digital era
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, designing and implementing brand architecture
10. Introducing and naming new products and brand extensions
11. Managing brands over time and geographic boundaries and market segments
12. Task Three workshop

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study 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?

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 knowledge and application of key branding theories and concepts	Knowledgeable	PC3 - Creative and Critical Thinking PC3.1 - Problem Solving PC6 - Career-ready PC6.2 - Discipline Knowledge
2 Demonstrate advanced oral communication skills in a business context	Empowered	PC1 - Communication PC1.2 - Oral Communication PC1.3 - Digital Literacy PC6 - Career-ready
3 Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions	Knowledgeable Creative and critical thinker Empowered	PC1 - Communication PC1.1 - Written Communication PC1.2 - Oral Communication PC3.1 - Problem Solving
4 Demonstrate advanced written communication skills in a business context	Empowered	PC6 - Career-ready PC6.2 - Discipline Knowledge

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

BUS105

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

Early feedback will be provided in two ways. First, via Task 1 in Week Four of the semester. This assessment piece provides students with feedback regarding their ability to 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

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	Examination	Individual	20%	1000 words	Week 4	Online Assignment Submission with plagiarism check
All	2	Oral	Individual	30%	10 minutes	Week 9	Online Assignment Submission with plagiarism check
All	3	Report	Individual	50%	2,500 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Open Book Test

GOAL:	To demonstrate knowledge and understanding of key branding theories and concepts.	
PRODUCT:	Examination	
FORMAT:	This is an individual assessment conducted online. It is your responsibility to make sure you are available to take the test when it is released online in Week 4.	
CRITERIA:	No.	Learning Outcome assessed
	1 Demonstration of knowledge and application of key branding theories and concepts	1

All - 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:	No.	Learning Outcome assessed	
	1	Identification and critical analysis of pertinent issues in a business context	1 3
	2	Depth and breadth of content	1 3
	3	Clarity, logic and flow of arguments presented	2
	4	Use of appropriate verbal communication	2
	5	Use of effective time management	2
	6	Use of appropriate supporting materials	2

All - 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:	No.		Learning Outcome assessed
	1	Knowledge of the decision-making process	3
	2	Identification and critical analysis of pertinent issues in a business context	3
	3	Utilise radical (breakthrough) creativity to develop innovative solutions to business problems	3
	4	Critical analysis of existing sources of secondary data and literature in the field	4
	5	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation	4

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.

7.1. Schedule

PERIOD AND TOPIC	ACTIVITIES
Week 1: Brands and brand management	1 hour of concept videos and associated activity Zoom drop-in session
Week 2: Customer-based brand equity and the brand positioning	1 hour of concept videos and associated activity 2 hour tutorial
Week 3: Brand Resonance and the brand value chain	1 hour of concept videos and associated activity 2 hour tutorial
Week 4: Choosing brand elements to build brand equity	1 hour of concept videos and associated activity 2 hour tutorial
Week 5: Designing marketing campaigns to build brand equity	1 hour of concept videos and associated activity 2 hour tutorial
Week 6: Integrating marketing communications to build brand equity, branding in the digital era	1 hour of concept videos and associated activity 2 hour tutorial
Week 7: Leveraging secondary brand associations to build brand equity	1 hour of concept videos and associated activity 2 hour tutorial
Week 8: Developing a brand equity measurement and management system, measuring sources of brand equity: capturing customer mind-set	1 hour of concept videos and associated activity 2 hour tutorial Zoom drop-in session
Week 9: Measuring outcomes of brand equity: capturing market performance, designing and implementing brand architecture	1 hour of concept videos and associated activity 2 hour tutorial
Week 10: Introducing and naming new products and brand extensions	1 hour of concept videos and associated activity 2 hour tutorial
Week 11: Managing brands over time and geographic boundaries and market segments	1 hour of concept videos and associated activity 2 hour tutorial
Week 12: Task Three workshop	1 hour of concept videos and associated activity 2 hour tutorial
Week 13: Revision	Zoom drop-in session

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	Kevin Lane Keller and Vanitha Swaminathan	2019	Strategic Brand Management, Global Edition	Pearson Education Ltd. Essex, England.

8.2. Specific requirements

Not applicable

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.

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 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 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