



UNSW Course Outline

MARK5821 Brand Management - 2024

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General Course Information

Course Code : MARK5821

Year : 2024

Term : Term 1

Teaching Period : T1

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : School of Marketing

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

This course is designed to give students a good working knowledge of the many aspects of product and brand management. The separation of the product from the brand and the focus on building and maintaining brand equity has created a need for marketers to understand the

complex relationship between products and brands. The material covered in the course includes: the components of Consumer Based Brand Equity (CBBE); the relationship between products and brands; the history of brands; brand audits and brand architecture decisions; understanding brand associations; brand performance measurement; creating, maintaining and measuring brand equity.

Course Aims

The aim of this course is to focus on key brand and product management topics that will help current and future marketing managers in their strategic decision making ability. The topics have been selected based on the role responsibilities of marketing managers, the latest industry trends and academic research.

Relationship to Other Courses

The course aims to:

- Provide an understanding of the meanings of brands and provide a process by which they can be created, managed, and harnessed
- Develop the elements of that process reflecting strong brand management practice
- Enhance students ability to apply and evaluate creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand, and measuring its value
- Examine the application of branding principles to a variety of business and other problems to see how successful brand management may be undertaken in different situations.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Evaluate different viewpoints on brand and think cogently and critically about these viewpoints.	<ul style="list-style-type: none"> • PL01 : Business Knowledge • PL02 : Problem Solving
CLO2 : Identify specific problems and challenges in brand management, and devise sound and practical solutions to these problems.	<ul style="list-style-type: none"> • PL02 : Problem Solving
CLO3 : Use resources (e.g., marketing research, research studies, expert advice, etc.) in an informed and skillful way as part of the process of developing and assessing ideas, plans and solutions.	<ul style="list-style-type: none"> • PL01 : Business Knowledge • PL04 : Teamwork • PL05 : Responsible Business Practice
CLO4 : Effectively communicate branding knowledge in oral and written contexts.	<ul style="list-style-type: none"> • PL03 : Business Communication
CLO5 : Work both autonomously on your own and collaboratively as an effective member of a team.	<ul style="list-style-type: none"> • PL03 : Business Communication • PL06 : Global and Cultural Competence

Course Learning Outcomes	Assessment Item
CLO1 : Evaluate different viewpoints on brand and think cogently and critically about these viewpoints.	<ul style="list-style-type: none"> • Group Work • Individual Presentation • Individual Assignment • Case study
CLO2 : Identify specific problems and challenges in brand management, and devise sound and practical solutions to these problems.	<ul style="list-style-type: none"> • Group Work • Individual Presentation • Individual Assignment • Case study
CLO3 : Use resources (e.g., marketing research, research studies, expert advice, etc.) in an informed and skillful way as part of the process of developing and assessing ideas, plans and solutions.	<ul style="list-style-type: none"> • Group Work • Individual Presentation • Individual Assignment • Case study
CLO4 : Effectively communicate branding knowledge in oral and written contexts.	<ul style="list-style-type: none"> • Group Work • Individual Presentation
CLO5 : Work both autonomously on your own and collaboratively as an effective member of a team.	<ul style="list-style-type: none"> • Individual Assignment • Case study • Group Work • Individual Presentation

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

This course is designed to be:

Rigorous and informed, in that we consider and analyse what is known about brand management through business practice, research and scholarship;

Encouraging of critical and independent thinking, including an assessment of the validity of claims made about brands and brand management;

Professionally relevant by looking at workable frameworks, industry best practices, and developing knowledge/skill that will be of value in the workplace;

Engaging, in the sense of actively having to resolve theoretical and practical problems through written assignments, exercises, classroom/group discussions, and a major project

Thought provoking since the best approach to many marketing projects is contingent on the context, and so we must be able to recognize the branding tools that will be most useful in a given situation;

Reflective, by relating formal approaches to brand management to experiences in daily life (we are, after all, surrounded by brands).

Other Professional Outcomes

Students will understand how to develop, maintain and grow brand assets.

Additional Course Information

Students are encouraged to attend all lectures where possible.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Group Work Assessment Format: Group	30%	
Individual Presentation Assessment Format: Individual	10%	
Individual Assignment Assessment Format: Individual	40%	
Case study Assessment Format: Individual	20%	

Assessment Details

Group Work

Assessment Overview

Group Work consists of 2 assessment items:

1. Brand Project - Audit & Options
2. Brand Project - Positioning

Course Learning Outcomes

- CL01 : Evaluate different viewpoints on brand and think cogently and critically about these viewpoints.
- CL02 : Identify specific problems and challenges in brand management, and devise sound

and practical solutions to these problems.

- CLO3 : Use resources (e.g., marketing research, research studies, expert advice, etc.) in an informed and skillful way as part of the process of developing and assessing ideas, plans and solutions.
- CLO4 : Effectively communicate branding knowledge in oral and written contexts.
- CLO5 : Work both autonomously on your own and collaboratively as an effective member of a team.

Detailed Assessment Description

A group project of two parts will be undertaken by students in allocated teams. Students may choose the company and brand challenge which they study. Details will be posted on Moodle.

Individual Presentation

Assessment Overview

This is a formative assessment item and related to Group Project (30%), each group member presents a section of their Group Project (30%) and receive feedback for the completion of the final written group project report

Course Learning Outcomes

- CLO1 : Evaluate different viewpoints on brand and think cogently and critically about these viewpoints.
- CLO2 : Identify specific problems and challenges in brand management, and devise sound and practical solutions to these problems.
- CLO3 : Use resources (e.g., marketing research, research studies, expert advice, etc.) in an informed and skillful way as part of the process of developing and assessing ideas, plans and solutions.
- CLO4 : Effectively communicate branding knowledge in oral and written contexts.
- CLO5 : Work both autonomously on your own and collaboratively as an effective member of a team.

Detailed Assessment Description

All students will take part in the presentation of the project results in the tutorial of week 9. Details will be posted on Moodle.

Individual Assignment

Assessment Overview

Individual work for knowledge test/reflection

Course Learning Outcomes

- CLO1 : Evaluate different viewpoints on brand and think cogently and critically about these viewpoints.

- CLO2 : Identify specific problems and challenges in brand management, and devise sound and practical solutions to these problems.
- CLO3 : Use resources (e.g., marketing research, research studies, expert advice, etc.) in an informed and skillful way as part of the process of developing and assessing ideas, plans and solutions.
- CLO5 : Work both autonomously on your own and collaboratively as an effective member of a team.

Detailed Assessment Description

The individual assessment has two parts; a multiple choice quiz worth 10% and a short answer quiz worth 30%. Details will be posted on Moodle.

Case study

Assessment Overview

Case and class discussions

Course Learning Outcomes

- CLO1 : Evaluate different viewpoints on brand and think cogently and critically about these viewpoints.
- CLO2 : Identify specific problems and challenges in brand management, and devise sound and practical solutions to these problems.
- CLO3 : Use resources (e.g., marketing research, research studies, expert advice, etc.) in an informed and skillful way as part of the process of developing and assessing ideas, plans and solutions.
- CLO5 : Work both autonomously on your own and collaboratively as an effective member of a team.

Detailed Assessment Description

Students will be graded on their participation of discussion of two cases in weeks 3 and 7's tutorials. Details will be posted on Moodle.

General Assessment Information

Students will be advised of their performance throughout the term.

Grading Basis

Standard

Requirements to pass course

Students must pass the sum of the individual components of the course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	A flavour of branding
Week 2 : 19 February - 25 February	Lecture	A framework for brand management
	Tutorial	Tutorial Week 2: Group formation for Group Project in Tutorial. Discussion on Sample Case Study (not graded) in Tutorial 1.
Week 3 : 26 February - 3 March	Lecture	Generating Brand Options
	Tutorial	Tutorial Week 3: Case Study (20%) - Discussion in Tutorial 2.
Week 4 : 4 March - 10 March	Lecture	Guest Lecturer: David Donnelly (Market research to support brand management)
	Tutorial	Tutorial Week 4: Group Project Brief and Discussion
Week 5 : 11 March - 17 March	Lecture	Developing Value propositions
	Tutorial	Tutorial Week 5: Developing Value Propositions
Week 6 : 18 March - 24 March	Lecture	Using the mix to support brand positioning
	Tutorial	Tutorial Week 6: Practicing using the mix
Week 7 : 25 March - 31 March	Lecture	Guest Lecturer: Damian Borchok (Branding in practice)
	Tutorial	Tutorial Week 7: Project review and Chateau Margaux discussion
Week 8 : 1 April - 7 April	Lecture	Branding over the product life cycle
	Tutorial	Tutorial Week 8: Quiz 2 in tutorial
Week 9 : 8 April - 14 April	Lecture	Issues in Branding
	Tutorial	Tutorial Week 9: Student presentations
Week 10 : 15 April - 21 April	Lecture	Brand valuation and summary

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

General Schedule Information

Learning will occur through a combination of lectures, guests, and class discussions

Course Resources

Prescribed Resources

Resources:

Perspectives on Brand Management: CLOs 1-2

- o Traditional lecture slides based on various resources including key readings for each lecture (available on Moodle)
- o Key readings on different perspectives of branding
- o Case studies and discussion on different perspective of brands and branding
- o Videos on best practices in branding
- o Tutorial exercises and online discussion forum questions and quizzes.

Brand Management Operations: CLOs 1-3

- o Traditional lecture slides based on key readings for each lecture (available on Moodle)
- o Key readings and discussion on brand management operations
- o Practical tools on brand management operations
- o Tutorial exercises and discussion questions

Tutorials: (CLO 4-5)

- o Key readings on discussion topics
- o 1 case study + 1 sample case study discussion
- o Five group presentations on topics related to the group project

Activities:

9 times 2-hour lectures

- o techniques: non-flipped teaching mode with annotated slides and worked out examples
- o practice areas: exclusively discussions based on videos and articles

8 times 2-hour tutorials with case studies, group presentations and discussions to be discussed in teams in class (teams are created for major assignment based on their tutorial enrollment)

Support:

3 hour consultations per week (1 with LIC, 2 with tutors)

Faculty PASS classes

Interactions in the tutorials. Note that tutorial teams also have their own team space in Teams

Anonymous feedback on the course delivery and structure

Weekly e-mails of what students are expected to do in the following week (mentioning all RASE elements for the next week) .

Supplementary resources:

Kevin Lane Keller and Vanitha Swaminathan, 2019, Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition, 5/E, ISBN:9781292314969, Pearson.

Batey, M. (2015). Brand Meaning: Meaning, myth and mystique in today's brands. Routledge.

Jean-Noel Kapferer (2012) The New Strategic Brand Management: Advanced Insights and Strategic Thinking (5th edition), Kogan Page, London (ISBN-10: 0749465158; ISBN-13: 978-0749465155).

Leslie de Chernatony, Malcolm McDonald, & Elaine Wallace (2011), Creating Powerful Brands (4th edition), Butterworth-Heinemann.

Supplementary readings are not mandatory, but they should be read selectively to give you a broader and deeper understanding of the material presented in the course. Keep in mind that they have been chosen to illustrate a point or provide a perspective on a subject under discussion. You should try to track down additional readings.

Sources of Further Information

There are several specialist brand management journals (such as the Journal of Brand Management, and the Journal of Product & Brand Management), as well as numerous textbooks, monographs and coffee table books on the subject. For the main assignment you are encouraged to read more widely. Textbooks, specialist books, popular books, case histories, journals, websites, etc. all these can be of help.

Recommended Resources

Readings will be available to students on Moodle

Additional Costs

Nil

Course Evaluation and Development

Feedback will be given using a variety of methods (self graded quizzes, presentation critiques, and written assignments).

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	John Roberts					No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will

update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.