UNSW Course Outline

MARK3092 Brand Management - 2024

Published on the 28 Jan 2024

General Course Information

Course Code : MARK3092
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 : Undergraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

Brands are strategic assets that can provide brand owners with impactful and long-lasting competitive advantages. How to achieve this is the central theme of Brand Management. The whole life-cycle of managing brands is covered, including the development and launch of new

brands; brand and line extensions; rejuvenating and retiring brands; brand architecture, multi-brand portfolios, brand alliances and co-branding; international branding, standardisation and globalisation; corporate and employer branding; brand metrics and audits. An inter-disciplinary approach is taken, drawing on marketing and management, design and aesthetics, packaging and graphics, accounting for brands as intangible assets, and the legal protection of brands and trade marks. This course is underpinned by a combination of theory, best practice and critical thinking.

Course Aims

The Course Aims are to:

- Provide an understanding of the meanings of brand in alternative ways.
- Provide the appropriate concepts, theories and techniques related to the important issues in brand management operations.
- Enhance student's ability to apply creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand, and measuring its value.

Relationship to Other Courses

This course is a level 3 marketing elective in the marketing major stream of the Bachelor of Commerce.

The course's aims are to:

- Provide an understanding of the meanings of brand from different perspectives.
- Provide the appropriate concepts, theories and techniques related to the important issues in brand management operations.
- Enhance students ability to apply creative and critical strategies and tactics involved in developing, positioning, leveraging, and managing a brand, and measuring its value.

The course is organised into three modules that collectively address the course aims.

- Perspectives on brand management sets the scene by considering what a brand is from different perspectives. Brands can be viewed as a cognitive web of associations in the mind of a customer, a relationship partners, a social glue that brings people together, and a collection of stories in the greater culture. How you engage in brand management, and what you expect from it, depends on your perspective. Considered are customer-based and management-based perspectives.
- Brand management operations concentrates on specific issues including the development and positioning of new brands, naming new brands, leveraging existing brands, managing brand life-cycle and multi-brand portfolios, designing brand identity, measuring brand value, sustainability and corporate brand.
- Branding in the digital age addresses changes caused by the Internet that has upended how

customers engage with brands. The rise of prosumption and prosumer society, the groundswell trend and branding in the groundswell is examined. Developing customer engagement platform and building personal brand online are discussed.

You must have completed MARK1012 or MARK2012 (Marketing Fundamentals). Ideally, you should also have studied: MARK2051 (Consumer Behaviour) and MARK2053 (Marketing Communications and Promotions Management). The course draws on knowledge from the fields of consumer behaviour and marketing communications.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Critically assess different viewpoints, theory and best practice on brand management.
CLO2 : Analyse specific problems and challenges in brand management, and devise appropriate and well-justified solutions to these problems.
CLO3 : Appropriately and accurately apply a range of resources, including marketing research, research studies and expert advice, to develop ideas and devise sound solutions.
CLO4 : Communicate branding knowledge, positions and arguments in a cohesive and convincing manner for oral and written contexts.
CLO5 : Collaborate effectively and strategically to produce a brand audit and plan.

Course Learning Outcomes	Assessment Item
CLO1 : Critically assess different viewpoints, theory and best practice on brand management.	• Case Study • Individual Assignment
CLO2 : Analyse specific problems and challenges in brand management, and devise appropriate and well-justified solutions to these problems.	• Group Project • Individual Assignment
CLO3 : Appropriately and accurately apply a range of resources, including marketing research, research studies and expert advice, to develop ideas and devise sound solutions.	• Presentation • Case Study • Group Project • Individual Assignment
CLO4 : Communicate branding knowledge, positions and arguments in a cohesive and convincing manner for oral and written contexts.	• Presentation • Group Project • Individual Assignment
CLO5 : Collaborate effectively and strategically to produce a brand audit and plan.	• Group Project

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 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 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, cases, exercises, online forum, classroom/group discussions;
- Diverse in the use of learning and assessment methods, from conventional exams to hands-on exercises;
- Reflective, by relating formal approaches to brand management to experiences in daily life (we are, after all, surrounded by brands).

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Case Study Assessment Format: Individual	20%	Start Date: The content of Case Study (20%) is available on Moodle from the start of Week 1 Due Date: 27/02/2024 04:00 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence
Presentation Assessment Format: Individual	10%	Start Date: From Tutorial 1 (Week 2) Due Date: Each group member delivers only one individual presentation, which is scheduled in one of Tutorials 3-7 (W4-5, 7-9)	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence
Group Project Assessment Format: Group	30%	Start Date: 15/02/2024 12:00 AM Due Date: 19/04/2024 04:00 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence
Individual Assignment Assessment Format: Individual	40%	Start Date: University Exam Period Due Date: University Exam Period	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence

Assessment Details

Case Study

Assessment Overview

Analyse and apply brand management theory and research.

Assesses: PLO1, PLO2, PLO3, PLO5, PLO6

Course Learning Outcomes

- CLO1 : Critically assess different viewpoints, theory and best practice on brand management.
- CLO3 : Appropriately and accurately apply a range of resources, including marketing research, research studies and expert advice, to develop ideas and devise sound solutions.

Detailed Assessment Description

Case Study (20%)

The Case Study is available on Moodle in Week 1. Students will be expected to have read the case study and any corresponding questions and prepare typed answers as a basis for discussion prior to attending Tutorial 2 in Week 3 as per the tutorial schedule on Moodle.

Length: 1,000 words +/-10%, Times New Roman, 12-point font, 1.5-spaced; excluding references

Due date: **4pm Tuesday 27th February 2024** submitted through **Turnitin**

Students are expected (a) to upload typed responses to each case study to Turintin and (b) bring typed answers to the tutorial as during the tutorial, students may be called upon to answer questions, lead discussion and debate case related issues.

Tutors will not accept late cases/assignments (i.e. uploaded AFTER the tutorial) as case studies are discussed in tutorial, where suggested solutions are given. After the tutorial has begun, tutors don't want to see it on your laptop computer as evidence you have done the assignment. Only responses to case studies uploaded with a date/time stamp on Turnitin will be marked. Criteria on assessment (rubrics) is available on Moodle in Week 1.

Criteria on assessment (rubrics) is available on Moodle in Week 1.

Assessment Length

Case Study (20%): 1,000 words +/-10%, excluding references

Submission notes

Case Study (20%) submitted through Turnitin

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Presentation

<u>Assessment Overview</u>

Present and advise on a given topic related to brand audit or brand plan.

Assesses:PLO1, PLO2, PLO3, PLO4, PLO5, PLO6

myBCom point: PLO6

<u>Course Learning Outcomes</u>

- CLO3 : Appropriately and accurately apply a range of resources, including marketing research, research studies and expert advice, to develop ideas and devise sound solutions.
- CLO4 : Communicate branding knowledge, positions and arguments in a cohesive and convincing manner for oral and written contexts.

<u>Detailed Assessment Description</u>

Individual Presentation (10%)

One aspect of developing a good plan is to do good research and get feedback on improvements prior to putting the final report together. As part of the team, students will be given time to work on their group projects and will present their findings to the class/tutor for feedback. The tutor will develop the presentation schedule for each tutorial (with dates for each student's presentation) and present it on Moodle.

Thus, from Tutorials 3-7 (Week 4, 5, 7, 8, 9), one member of each group will prepare and deliver an individual presentation (10 minutes) with respect to one section of the Group Project Report. See Individual Presentation Brief for details.

Length: 10 minutes

Due date:

- each group member delivers only one presentation, which is scheduled in one of Tutorials 3-7 (Week 4, 5, 7, 8, 9)
- submitted through a corresponding Tutorial folder on Moodle.

One member of each group will prepare and deliver an individual presentation (10 minutes) with respect to one section of the Group Project Report.

- Internal Analysis (Tutorial 3 – Week 4)
- Competitive Analysis (Tutorial 4 – Week 5)
- External Analysis (Tutorial 5 – Week 7)
- Crafting a New Brand (Tutorial 6 – Week 8)
- Brand Positioning and HVM (Tutorial 7 - Week 9)

Lectures are scheduled for these weeks. You are expected to make progress on the assignment on your own. However, consultations can be arranged.

Criteria on assessment (rubrics) is available on Moodle in Week 1.

Assessment Length

10 minutes within a scheduled tutorial

Submission notes

Presentation slides to be submitted through a corresponding Tutorial folder on Moodle.

Assignment submission Turnitin type

This is not a Turnitin assignment

Group Project

Assessment Overview

Apply brand management theory, research and practice to develop a brand audit and plan.

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO6

myBCom point: PLO4

Course Learning Outcomes

- CLO2 : Analyse specific problems and challenges in brand management, and devise appropriate and well-justified solutions to these problems.
- CLO3 : Appropriately and accurately apply a range of resources, including marketing research, research studies and expert advice, to develop ideas and devise sound solutions.
- CLO4 : Communicate branding knowledge, positions and arguments in a cohesive and convincing manner for oral and written contexts.
- CLO5 : Collaborate effectively and strategically to produce a brand audit and plan.

Detailed Assessment Description

The Brand Audit & Brand Plan

You will be fully briefed in class about the content and format of this assignment in Week 1. You are required to work in a group consisting of approximately 3-5 members (maximum allowable group size is 5 students) and you are free to choose the composition of your group within your tutorial (to be formed in Week 1 or Week 2). Each group will be allocated (randomly) to one of the available brands and notified in Week 2 (in Tutorial 1). There are two components to the assignment: Brand Audit (18%) and Brand Plan (12%). See the Group Project brief on Moodle for details.

max 20 pages (excluding references, table of content, appendices)

Submission notes

ONLY ONE GROUP MEMBER of each group submits the final report to Turnitin.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Individual Assignment

Assessment Overview

Interpret, analyse and contextualise brand management theory and research.

Assesses: PLO1, PLO2, PLO3, PLO5, PLO6

myBCom point: PLO3

Course Learning Outcomes

- CLO1 : Critically assess different viewpoints, theory and best practice on brand management.
- CLO2 : Analyse specific problems and challenges in brand management, and devise appropriate and well-justified solutions to these problems.
- CLO3 : Appropriately and accurately apply a range of resources, including marketing research, research studies and expert advice, to develop ideas and devise sound solutions.
- CLO4 : Communicate branding knowledge, positions and arguments in a cohesive and convincing manner for oral and written contexts.

Detailed Assessment Description

Individual Assignment (40%)

This is a 24-hour individual assignment, conducted during the official exam period. Individually, you are required to write a case study report that demonstrates the principles/core concepts learned in MARK3092 during Term 1, 2024 (including content from lectures and tutorials). You are required to answer ALL questions for the provided case study.

The purpose of the Individual Assignment

- For us to assess your comprehension and understanding of the course material;
- For you to demonstrate an ability to synthesize and integrate course material;
- To provide an opportunity for you to make links between ideas, theories, frameworks, and practical problems in the field of brand management, drawing on material from within and

beyond the course;
- To show you can work independently.

Assessment Criteria

Assessment criteria include the extent to which you: demonstrate comprehension and understanding of the course material, demonstrate an ability to synthesize and integrate course material, demonstrate skill in making links between ideas, theories, frameworks, and practical problems in the field of brand management by drawing on material from within and beyond the course.

A brief with general instructions and detailed marking rubrics is available on Moodle.

Assessment Length

1500 words (+/- 10%) inclusive of all in-text references- exclude end reference list from word count.

Submission notes

The length of your answer for each question is up to you. You are required to answer all questions. The marks (40) will be awarded according to the corresponding marking rubric (available on Moodle) and will consider the sum of answers.

Assessment information

The case study will be available on Moodle in due course (during the exam period). Read the case study carefully. This is an open book assignment. You should refer to your notes and readings about each of the topics that have been covered in lectures and tutorials throughout the course. You should also conduct further secondary research to help articulate and support your responses to the questions. Your answers should be comprehensive yet focused. The presentation of your work should be at a professional level for an academic assignment. You must use correct UNSW Harvard academic referencing and ensure proper citation of sources used. You must clearly indicate the question that is being answered. You must also answer questions in their chronological sequence.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

General Assessment Information

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.

Grading Basis

Standard

Requirements to pass course

In order to pass this course, you must:

- achieve a composite mark of at least 50 out of 100;
- meet any additional requirements described in the Assessment Summary section.

You are expected to attempt all assessment requirements in the course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Lecture 1 - Fundamentals of brand management No tutorial Sample Case Study (not graded) and Case Study (20%) are available on Moodle
Week 2 : 19 February - 25 February	Lecture	Lecture 2 – Brands exist in the mind of the customer
	Tutorial	TUTORIAL 1 • Group formation for Group Project in Tutorial. • Discussion on Sample Case Study (not graded) in Tutorial 1.
Week 3 : 26 February - 3 March	Lecture	Lecture 3 - Positioning brands
	Tutorial	TUTORIAL 2 Case Study (20%) Discussion in Tutorial 2. • Case Study (20%): Students upload typed answers to Case Study (20%) through Turnitin by 4pm Tuesday 27th February 2024. • A progress report of Group Project (not graded) submitted to tutor-in-charge in Tutorial 2 (Week 3). This report comprises the names of your team members, the brand allocated to you for audit, an outline of how you are planning to carry out the assignment, progress to date, and a note of any difficulties/problems that might impede your progress.
Week 4 : 4 March - 10 March	Lecture	Lecture 4 - Managing brand portfolios
	Tutorial	TUTORIAL 3 • Individual Presentation (10%): In Tutorial 3, the first member of each group will prepare and deliver an individual presentation (10 minutes) with respect to the Internal Analysis of the Group Project (see Individual Presentation Brief for details) • Note: each group member delivers only one presentation.
Week 5 : 11 March - 17 March	Lecture	Lecture 5 - Leveraging existing brands
	Tutorial	TUTORIAL 4 • Individual Presentation (10%): In Tutorial 4, the second member of each group will prepare and deliver an individual presentation (10 minutes) with respect to the Competitive Analysis of the Group Project (see Individual Presentation Brief for details). • Note: each group member delivers only one presentation.
Week 6 : 18 March - 24 March	Other	This is the Flexibility Week. There is no lecture and tutorials.
Week 7 : 25 March - 31 March	Lecture	Lecture 6 - Brands exist in and belong to a greater culture
	Tutorial	TUTORIAL 5 • Individual Presentation (10%): In Tutorial 5, the third member of each group will prepare and deliver an individual presentation (10 minutes) with respect to the External Analysis of the Group Project (see Individual Presentation Brief for details). • Note: each group member delivers only one presentation.
Week 8 : 1 April - 7 April	Lecture	Lecture 7 - Brands as a social glue that bring people together
	Tutorial	TUTORIAL 6 • Individual Presentation (10%): In Tutorial 6, the fourth member of each group will prepare and deliver an individual presentation (10 minutes) with respect to the Crafting a New Brand of the Group Project (see Individual Presentation Brief for details). • Note: each group member delivers only one presentation.
Week 9 : 8 April - 14 April	Lecture	Lecture 8 - Measuring brand value
	Tutorial	TUTORIAL 7 Individual Presentation (10%): In Tutorial 7, the fifth member of each group will prepare and deliver an individual presentation (10 minutes) with respect to the Brand Positioning and HVM for the New Brand of the Group Project (see Individual Presentation Brief for details). Note: each group member delivers only one presentation.
Week 10 : 15 April - 21 April	Lecture	Lecture 9 – Branding in the digital age Group Project Report (30%) submitted via Turnitin by 04pm Friday 19 April 2024.

		Individual Assignment (40%): 24-hour individual assignment during University Exam period (26 April to 05 May 2024).

Attendance Requirements

Your regular and punctual attendance at lectures and tutorials is expected in this course. The Business School reserves the right to refuse final assessment to those students who attend less than 80% of scheduled tutorials where attendance and participation is required as part of the learning process.

[View more information on attendance](#)

General Schedule Information

For more information on the UNSW academic calendar and key dates including study period, exam, supplementary exam and result release, please visit: https://student.unsw.edu.au/new-calendar-dates

Course Resources

Prescribed Resources

Resources

Perspectives on Brand Management: CLOs 1-6

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

Brand Management Operations: CLOs 1-6

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

Tutorials: CLOs 1-6

- Key readings on discussion topics

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

Activities

9 times 2-hour lectures

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

7 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).

Recommended Resources

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.

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.

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. Based on the feedback from last year, some changes were made including Lecture Slides, Cases Studies, and Group Project. UNSW's 'My Experience' online student evaluation process is one of the ways in which student evaluative feedback is gathered. By all means give me comments during the course as well.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Liem Viet Ngo		Room 3023B, Quadrangle Building, Kensington Campus	+61 2 9065 1542	Wednesdays 10am-11am	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 Plagarism

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.