



MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.

OVERVIEW

Course Description In contemporary markets where competition is multifaceted, brands are valuable assets in developing effective marketing strategies and competitive advantage. The course focuses on the development and management of brands as valuable assets in developing competitive marketing strategies. It promotes an understanding of models for managing product portfolios at the brand level, measuring brand performance, and developing brand equity through an understanding of consumer awareness, preference and loyalty to brands.

Students are provided with key skills in developing and managing brands in a range of business environments and industries. An overarching course rationale is the place branding occupies within the domain of marketing, namely in relation to identification of critical branding strategies, measuring brand performance, and developing brand equity and consumer loyalty

Contact Hours

Online:

Online workshops and discussion forums as per course requirement for the full trimester.

Unit Weighting

10 units

Assumed Knowledge

GSBS6005 Marketing Management and Planning
GSBS6013 Customer Decision Making & Behaviour
GSBS6300 Integrated Marketing Communications

Workload

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.

Student Consultation

A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location.

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Comprehend and relate the fundamental principles involved in managing products and their brands;
2. Identify and interpret the essential issues when planning brand strategies;
3. Critically evaluate a contemporary branding strategy;
4. Work collaboratively to apply branding principles, theories and models within an in-depth branding project; and
5. Communicate specialised branding knowledge in a written context.

COURSE OUTLINE

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Individual Case Analysis	Sunday, Week 5 by 11:59 pm	Individual	30%	1, 2, 3
2	Group Brand Audit Report	Sunday, Week 8 by 11:59 pm	Group	30%	2, 3, 4
3	Individual Brand Plan	Sunday, Week 12 by 11:59 pm	Individual	40%	2, 3, 4

Please note: students are advised that ALL assessments must be submitted in English. Assessment items not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Time referenced is time in Newcastle NSW

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.
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Assessment 1 – Individual Case Analysis

Assessment Type	Case Study
Purpose	To demonstrate critical thinking and problem-solving skills via the application of branding strategies.
Description	<p>You have been asked to read and analyse a case study (to be posted in CANVAS) and complete an individual case analysis report. You are expected to demonstrate theoretical understanding of important aspects of branding and your ability to apply marketing theory to the analysis of a real-world company. You need to focus on the key branding issues and answer the assigned questions. You must incorporate business, trade, and academic literature to support/justify your ideas. Unsubstantiated statements will not provide credibility to your discussion.</p> <p>Your report should include:</p> <ul style="list-style-type: none"> - Your answers to the discussion questions (which are included in the Case Study document to be posted in CANVAS) - References <p>Things to consider for the case study:</p> <ul style="list-style-type: none"> - Identification and analysis of the relevant issues and concepts relating to the case - Use of relevant branding theories. - A logical analysis, which is consistent with the topic in the case and it advances evidence in favor of the arguments. - Development of managerial recommendations and identification of marketing decisions - illustrated by the case
Weighting	30%
Length	2000 words (+/- 10%)
Due Date	Sunday of Week 5 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	See course CANVAS site for Marking Rubric
Return Method	Online
Feedback Provided	Online

Assessment 2 - Group Brand Audit Report

Assessment Type	Case Study / Problem Based Learning
Purpose	Students will demonstrate analytical and evaluative skills to diagnose the market situation of a contemporary brand and its current branding strategies.
Description	<p>A brand audit is an important informational and diagnostic tool, that can help brand marketers determine the overall state and health of their brand. An audit gathers and evaluates information about the brand and competing brands. The two stages of the brand audit: (1) brand inventory and (2) brand exploratory provide marketers with a complete picture of the brand and consumers' perceptions of it.</p> <p>Your job is to work as a team and bring your own business-related global and cultural perspectives to develop a brand audit report. This assignment offers the opportunity for you to tap into different concepts and theories covered to develop a deeper understanding of the key areas of branding.</p> <p>You are required to work in a group with approximately 4 - 6 members. The group must first agree on an appropriate level of analysis (corporate or product brand) and the appropriate geographical coverage (regional, or local). You can choose a brand to critique in consultation with your group members. The idea can be proposed to your lecturer. Your lecturer will assess the suitability of the company for the purpose of the project and provide feedback to the team. This can be done either by email or during consultation time. A variety of sources should be used to assemble the audit. Students should consult academic journal articles, business publications, trade magazines, and company sources, such as annual reports and websites. Unsubstantiated statements will not provide credibility to your discussion and will be marked down.</p> <p>Your final brand audit should include:</p> <p><u>Brand Inventory</u></p> <ul style="list-style-type: none"> • Background of the brand • Brand attributes or benefits (in accordance with selected level of analysis, corporate/product) • Brand portfolio • Brand elements • Marketing mix • Analysis of the Branding Theory (e.g., brand awareness, image, associations etc). <p><u>Brand Exploratory</u></p> <ul style="list-style-type: none"> • Customer Knowledge • Sources of Brand Equity • Threats to Brand Equity • Recommendations
Weighting	30%
Length	4000 words (+/- 10%)
Due Date	Sunday of Week 8 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	<p>See course CANVAS site for marking rubric.</p> <p>To assist in assessing the contribution of each member, brief minutes should be made of each group meeting, noting who was assigned what task and attendance. Individual members should also keep an individual journal detailing their activities in relation to the project on a regular basis. If there are any complaints about the performance of a group member, the tutor can request that an individual member submit their journal.</p> <p>Please note: Self and Peer Assessment: A single mark is given for the group assignment. This mark will then be moderated by "self and peer assessment" using the SPARKPlus software so that individual group members may receive different marks. Any moderated individual mark received by each group member is based on contribution to the assignment and, more importantly the ability to work with others.</p> <p>Individually group members are required to submit a self and peer assessment through SPARK within 24 hours of the due date. Failure to complete SPARK will result in a mark of zero. The criteria for the self and peer assessment are found along with the instructions on how to use SPARK on CANVAS. Please note: NO SPARK NO MARK.</p>
Return Method	Online
Feedback Provided	Online

Assessment 3 - Individual Brand Plan

Assessment Type	Proposal / Plan
Purpose	Students demonstrate their ability to evaluate contemporary branding strategies and to propose new, original branding initiatives to a company of their choice.
Description	As a brand consultant, you have been invited by a corporation to provide a report on a new brand they wish to develop or extend and market into a single geographic market. This organisation plans to develop or extend a new brand therefore you are required to provide a brand plan for a twelve-month period that aims to create a brand plan to develop or extend a new brand for the organisation . The branding outcomes you are likely to aim for is to achieve brand engagement, loyalty, trust, satisfaction and/or any other satisfactory outcome for the organisation. This organisation will need your advice and reasoning behind all aspects of the brand's development and marketing. You must clearly outline any assumptions you have made and incorporate academic literature to support/justify your ideas. Unsubstantiated statements will not provide credibility to your discussion.
Weighting	40%
Length	4000 words (+/- 10%)
Due Date	Sunday of Week 12 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	See course CANVAS site for marking rubrics
Return Method	Not Returned
Feedback Provided	No Feedback

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:

1. What is a Brand? Brands and Brand Management.
2. Consumer Based Brand Equity
3. Brand Communities and Customer Engagement
4. Developing and Selecting Brand Elements
5. Communicating Brands; Leveraging Secondary Brand Knowledge
6. Tracking Measuring and Managing Brand Equity
7. Designing and Implementing a Branding Strategy
8. New Products and Brand Extensions
9. Branding Outcomes

Course Materials

Required Text:

Keller, K.L., Swaminathan V. (2020) *Strategic Brand Management, Building, Measuring and Managing Brand Equity*, 5th Global ed. USA: Pearson Higher Education.

ISBN: 9781292314969

Please refer to the course CANVAS site for details of additional recommended texts.

SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	What is a brand? Brands and Brand Management	Keller – Chapter 1	
2	Consumer Based Brand Equity	Keller – Chapter 2	
3	Brand Communities and Customer Engagement	Recommended readings to be posted in course CANVAS site.	
4	Luxury Brands and Consumer Behaviour	Recommended readings to be posted in course CANVAS site.	
5	Selecting and Developing Brand Elements- Part I: Brand Name, Logotype and Character	Recommended readings to be posted in course CANVAS site.	Assessment 1 due: Sunday, Week 5 by 11:59 pm
6	Selecting and Developing Brand Elements- Part II: Packaging and Spokesperson	Recommended readings to be posted in course CANVAS site.	
7	Designing and Implementing a Branding Strategy Brand Value Chain	Recommended readings to be posted in course CANVAS site. Keller – Chapter 3	
8	Brand Associations, Communicating Brands and Leveraging Brand Knowledge	Recommended readings to be posted in course CANVAS site. Keller – Chapter 8	Assessment 2 due: Sunday, Week 8 by 11:59 pm
9	Tracking and Measuring Brand Equity: Brand Trust, Brand Satisfaction, Brand Loyalty	Keller – Chapters 9,10 & 11	
10	Growing and Sustaining Brand Equity: Designing a Brand Architecture, New Products and Brand Extensions. Managing Brands over Time	Keller – Chapters 12, 13 & 14	
11	Branding in the Digital Era. CSR and Branding	Keller – Chapter 7 Recommended readings to be posted in course CANVAS site.	
12	Course Review		Assessment 3 due: Sunday, Week 12 by 11:59 pm

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

CONTACTS

School Office **Newcastle Business School – Callaghan, Newcastle City & Online**
 NU Space
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 Newcastle
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ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

**Adverse
Circumstances**

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

**Important Policy
Information**

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures> that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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