



*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

Branding is much more than designing a logotype and choosing a slogan. Branding is a means to create and deliver a promise of value to customers. Marketers have begun to use branding to enhance customers understanding of their products in a way that creates multiple cognitive associations between the brand and the product, which customers use as an input to decision-making. Therefore, this course focuses on the development and management of brands as valuable assets in delivering value to customers. It provides a thorough understanding of models of brand development and management and incorporates practical branding examples, so that students can make and evaluate branding decisions in the future. While the course is primarily offered to students undertaking a major in marketing, it is also offered to any students with an interest in marketing and/or management.

### Sustainable Development Goals



### Contact Hours

#### Integrated Learning Session

Face to Face On Campus

Two (2) hour(s) per Week for Full Term

Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.

### Unit Weighting

10

### Assumed Knowledge

MKTG1001 Foundations of Marketing or MKTG2100 Principles of Marketing

### 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. Demonstrate an integrative understanding of brand marketing concepts;
2. Critically evaluate components of a brand;
3. Demonstrate specialised knowledge of branding strategies; and
4. Engage collaboratively to apply branding principles and theories in the development of a brand strategy.

# COURSE OUTLINE

# ASSESSMENT DETAILS

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 Brand Critique Report	Sunday Week 9 by 11:59 pm	Individual	35%	1, 2
2	Group Brand Launch Report	Sunday Week 11 by 11:59 pm	Group	25%	2, 3, 4
3	Final Examination	Formal Exam Period	Individual	40%	3

**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

<b>Late Submissions</b>	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. <b>Note:</b> this applies equally to week and weekend days.
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## Assessment 1 - Individual Brand Critique Report

<b>Assessment Type</b>	Report
<b>Purpose</b>	Apply your knowledge of branding theory, model, and concepts
<b>Description</b>	<p>You will apply your knowledge of branding theory, model, and concepts to critique how a brand is managed. You will then make recommendations for improvement. More specifically, you will justify whether the brand is well managed or not well managed and offer suggestions for improvements.</p> <p><u>Students can choose any brand they wish to critique either at product or service level in a single geographic marketplace. Students may also be provided with a challenge to critique an organisation based in Australia.</u></p> <p>You will argue your case based on brand equity. For example, you may wish to address the brand knowledge building blocks such as awareness, image, etc. in the critique. In making recommendations for improvement of the brand, a set of 'actionable' recommendations to further leverage or improve the equity of the brand should be made. This could involve increasing market coverage, brand extensions, brand repositioning or strengthening of the brand. The analysis should be 2500 words long. A variety of sources should be used to generate the critique such as academic journal articles, business publications, trade magazines, and company sources, such as annual reports and web-sites. <u>Unsubstantiated statements will not provide credibility to your discussion, and you may be possibly marked down.</u></p>
<b>Weighting</b>	35%
<b>Length</b>	2500 words (+/- 10%). (Excluding TOC, Reference list, and Appendix).
<b>Due Date</b>	Sunday of Week 9 by 11:59pm – check course CANVAS site for detail
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	<p>The following criteria will be applied:</p> <ul style="list-style-type: none"> <li>– Executive Summary</li> <li>– Introduction</li> <li>– Analysis of relevant branding theory</li> <li>– Brand Awareness (e.g., Selection of brand elements)</li> <li>– Brand Image (Associations: Core, secondary, brand mantra etc.)</li> <li>– Marketing Program (e.g., 4Ps, target market, positioning strategy)</li> <li>– Recommendations</li> <li>– Demonstrated an ability to link relevant branding theory to the chosen brand</li> <li>– Logic, Argument, Justification, Citations</li> </ul> <p>Please refer to the Assignment Rubrics on CANVAS for more details for the structure and criteria</p>
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## Assessment 2 - Group Brand Launch Report

<b>Assessment Type</b>	Report
<b>Purpose</b>	Apply your knowledge of branding theory, model, and concepts
<b>Description</b>	<p>You will form a group between 4- 6 students to create a marketing team of consultants. You have been employed by an organisation to provide <u>a report for an existing brand that you wish to extend, and market into a single geographic market of your choosing.</u> You must focus on the brand extension and <b><u>not a line extension. In addition, you cannot simply extend an existing brand into a different geographic market.</u></b> You must create a single product or service for this project. You may choose any industry for your brand extension project. You must provide the branding strategies to be implemented over a 12-month period. The report should include the reasoning and advice behind all aspects of brand development and marketing for the brand. <u>Any assumptions should be outlined in the academic literature and should be included to fully support and justify your ideas. Unsubstantiated statements will not provide any credibility to your report and may possibly be marked down.</u></p> <p><b>Please note:</b> 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. 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: <b>NO SPARK NO MARK.</b></p>
<b>Weighting</b>	25%
<b>Length</b>	5000 (+/- 10%) (Excluding Table of Contents, Reference list, and Appendix).
<b>Due Date</b>	Sunday of Week 11 by 11:59 pm – check course CANVAS site for detail
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	<p>The following criteria will be applied: Your report should include:</p> <ul style="list-style-type: none"> <li>– Executive Summary</li> <li>– Introduction</li> <li>– Analysis of relevant branding theory</li> <li>– Brand Awareness (e.g., Selection of brand elements)</li> <li>– Brand Image (Associations: Core, secondary, brand mantra etc.)</li> <li>– Marketing Program for the year (e.g., 4Ps, target market, positioning strategy)</li> <li>– Points of Parity and Differences</li> <li>– Measurement of Brand Equity</li> <li>– Recommendations</li> <li>– Demonstrated an ability to link relevant branding theory to the chosen brand</li> <li>– Logic and Argument</li> </ul> <p>Please refer to the Assignment Rubrics on CANVAS for more details for the structure and criteria.</p>
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## Assessment 3 - Final Examination

<b>Assessment Type</b>	Formal Examination
<b>Purpose</b>	The purpose of this assessment is to evaluate your knowledge of branding theory models and concepts and to assess the extent to which you have developed specialised knowledge and proficiency within the discipline
<b>Description</b>	<p>Students will need to demonstrate critical and analytical thinking and effective written communication. The exam may comprise of a case study, multiple choice questions and short answer style questions. More details will be provided to students at a later date. This course has a <b>RESTRICTED OPEN BOOK</b> examination. A memory aid is permitted. The memory aid is a single double sided A4 sheet of handwritten or typed notes for use during the examination. Note: memory aids must be left on the examination table and cannot be removed from the examination venue.</p>
<b>Weighting</b>	40%
<b>Length</b>	120 minutes

<b>Due Date</b>	Formal Exam Period
<b>Submission Method</b>	Formal Examination
<b>Assessment Criteria</b>	The following three (3) criteria will be applied: <ul style="list-style-type: none"> <li>– Relevance to the Question</li> <li>– Accuracy of the information/argument</li> <li>– Clarity of Expression</li> </ul>
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period <b>cannot</b> be considered.

## SYLLABUS

### Course Content

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

1. What is a brand?
2. The branding processes
3. Consumer based brand equity
4. Brand position and value
5. Selecting brand elements
6. Brand design
7. Brand personality and developing brand associations
8. Communicating brands
9. Naming new products and brand extensions
10. Tracking and measuring brand performance

### Course Materials

#### Required Text:

Keller, K.L., Swaminathan V. (2019). *Strategic Brand Management, Building, Measuring, and Managing Brand Equity*, 5<sup>th</sup> Global ed. USA: Pearson Higher Education

**ISBN:** 9781292314969

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

# SCHEDULE

Week	Topic	Workshop Activities
1	Do Brands Matter? Brands and Brand Management (Ch. 1)	Case Study and Workshop
2	Conceptualising the Customer Based Brand Equity Concept (Ch. 2)	
3	The Importance of Brand Elements (Ch. 4)	Case Study and Workshop
4	Building Strong Brands: Brand Resonance and the Value Chain Model (Ch. 3)	
5	Designing an Effective Marketing Program (Ch. 5)	Case Study and Workshop
6	Creating an Integrated Marketing Communications Strategy (Ch. 6)	Case Study and Workshop
7	Measuring the Customer Brand Equity Concept (Ch. 9 pp. 328-345)	Case Study and Workshop
8	Measuring sources of Brand Equity (Ch. 10)	Case Study and Workshop
9	Using Secondary Brand Associations to Build Brand Equity (Ch. 8)	Case Study and Workshop <b>Assessment 1 due:</b> Sunday, Week 9 by 11:59 pm
10	Extending the Brand (Ch. 13)	Case Study and Workshop
11	Designing a Brand Architecture (Ch. 12)	Case Study and Workshop <b>Assessment 2 due:</b> Sunday Week 11 by 11:59 pm
12	Branding Across Time (Ch. 14)	Case Study and Workshop
13	Course Review	Case Study and Workshop

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 Offices

### Newcastle Business School – Callaghan, Newcastle City & Online

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### PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/eng>  
+65 6390 9000

### Newcastle Australia Institute of Higher Education Pte Ltd

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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).

<b>Communication Methods</b>	Communication methods used in this course include: <ul style="list-style-type: none"> <li>- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.</li> <li>- Email: Students will receive communications via their student email account.</li> <li>- Face to Face: Communication will be provided via face to face meetings or supervision.</li> </ul>
<b>Course Evaluation</b>	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.
<b>Oral Interviews (Vivas)</b>	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 <a href="#">Oral Examination (viva) Procedure</a> . 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 <a href="#">Student Conduct Rule</a> .
<b>Academic Misconduct</b>	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 <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a> .
<b>Adverse Circumstances</b>	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: <ol style="list-style-type: none"> <li>1. the assessment item is a major assessment item; or</li> <li>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;</li> <li>3. you are requesting a change of placement; or</li> <li>4. the course has a compulsory attendance requirement.</li> </ol> Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: <a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a>
<b>Important Policy Information</b>	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 <a href="https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures">https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures</a> 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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