# UniSC

## COURSE OUTLINE

# MKG322 Building and Managing Brands

**School:** School of Business and Creative Industries

## 2025 | Semester 1

| UniSC Sunshine Coast UniSC Moreton Bay | BLENDED LEARNING | Most of your course is on campus but you may be able to do some components of this course online. |
| --- | --- | --- |
| Online | ONLINE | You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement. |

*Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.*

## 1. What is this course about?

### 1.1. Description

Woolworths vs. Coles, Samsung vs. Apple, Nike vs. Adidas. People buy products not simply for what they are, but for what they mean. A brand is a firm's most valuable asset. It can assist in attracting customers, differentiating products and creating a barrier to entry for competitors. This course will provide you with an understanding of how to design marketing strategies and activities to build, maintain and evaluate strong brands. Branding theories, concepts, strategies and practices will be examined across a range of real-world contexts, product types and industries.

### 1.2. How will this course be delivered?

| ACTIVITY | HOURS | BEGINNING WEEK | FREQUENCY |
| --- | --- | --- | --- |
| **BLENDED LEARNING** | | | |
| **Learning materials** – Weekly, online delivery of learning materials including readings, activities and videos. | 1hr | Week 1 | 12 times |
| **Tutorial/Workshop 1** – Weekly, scheduled, live workshops. | 2hrs | Week 1 | 11 times |
| **ONLINE** | | | |
| **Learning materials** – Weekly, online delivery of learning materials including readings, activities and videos. | 1hr | Week 1 | 12 times |
| **Tutorial/Workshop 1** – Weekly, scheduled, live workshops on Zoom. | 2hrs | Week 1 | 11 times |

## 1.3. Course Topics

- Brands and brand management
- Customer-based brand equity and the brand positioning
- Brand Resonance and the brand value chain
- Choosing brand elements to build brand equity
- Designing marketing campaigns to build brand equity
- Integrating marketing communications to build brand equity, branding in the digital era
- Leveraging secondary brand associations to build brand equity
- Developing a brand equity measurement and management system, measuring sources of brand equity: capturing customer mind-set
- Measuring outcomes of brand equity: capturing market performance, designing and implementing brand architecture
- Introducing and naming new products and brand extensions
- Managing brands over time and geographic boundaries and market segments

## 2. What level is this course?

300 Level (Graduate)

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

## 3. What is the unit value of this course?

12 units

## 4. How does this course contribute to my learning?

| COURSE LEARNING OUTCOMES<br><br>On successful completion of this course, you should be able to... | GRADUATE QUALITIES MAPPING<br><br>Completing these tasks successfully will contribute to you becoming... | PROFESSIONAL STANDARD MAPPING *<br><br>Association to Advance Collegiate Schools of Business |
|---|---|---|
| 1 Demonstrate knowledge and application of key branding theories and concepts | Knowledgeable | PC3, PC3.1, PC6, PC6.2 |
| 2 Demonstrate advanced oral communication skills in a business context | Empowered | PC1, PC1.2, PC1.3, PC6 |
| 3 Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions | Knowledgeable<br>Creative and critical thinker<br>Empowered | PC1, PC1.1, PC1.2, PC3.1 |
| 4 Demonstrate advanced written communication skills in a business context | Empowered | PC6, PC6.2 |

\* Competencies by Professional Body

| CODE | COMPETENCY |
|---|---|
| **ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS** | |
| PC1 | Communication |
| PC1.1 | Written Communication |
| PC1.2 | Oral Communication |
| PC1.3 | Digital Literacy |
| PC3 | Creative and Critical Thinking |
| PC3.1 | Problem Solving |

| CODE | COMPETENCY |
|------|------------|
| PC6 | Career-ready |
| PC6.2 | Discipline Knowledge |

## 5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

### 5.1. Pre-requisites

BUS105

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

Not applicable

### 5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

## 6. How am I going to be assessed?

### 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

### 6.2. Details of early feedback on progress

Early feedback will be provided in two ways. First, via Task 1 in Week 5 of the semester. This assessment piece provides students with feedback regarding their ability to apply knowledge relating to the foundational content of the course. Second, students will also be provided formative feedback during tutorial activities throughout the semester with these activities relevant to and scaffolding up to their first assessment.

### 6.3. Assessment tasks

| DELIVERY MODE | TASK NO. | ASSESSMENT PRODUCT | INDIVIDUAL OR GROUP | WEIGHTING % | WHAT IS THE DURATION / LENGTH? | WHEN SHOULD I SUBMIT? | WHERE SHOULD I SUBMIT IT? |
|---------------|----------|--------------------|--------------------|-------------|-------------------------------|----------------------|---------------------------|
| All | 1 | Oral | Individual | 50% | 15 minutes | Week 5 | Online Assignment Submission with plagiarism check |
| All | 3 | Report | Individual | 50% | 2,500 words | Week 13 | Online Assignment Submission with plagiarism check |

**All - Assessment Task 1:** Brand Audit

| GOAL: | To conduct an audit and assess the positioning of a selected brand. |
|---|---|
| PRODUCT: | Oral |
| FORMAT: | You will evaluate the positioning of a selected brand and develop a digital presentation. More detail will be provided on the course Canvas site. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: Program Learning Objective 1.2 - Demonstrate effective oral communication skills in a business context. |

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

| GENERIC SKILLS: | Communication, Problem solving, Applying technologies |
|---|---|

**All - Assessment Task 3:** Brand Strategy Report

| GOAL: | To conduct a brand analysis and provide strategic and tactical recommendations for the brand selected for Assessment Task 2. |
|---|---|
| PRODUCT: | Report |
| FORMAT: | This is a 2,500-word individual assessment task. You will prepare a formal report outlining a brand management strategy for a client. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: Program Learning Objective 3.1 - Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions. |

| CRITERIA: | No. | | Learning Outcome assessed |
|---|---|---|---|
| | 1 | Demonstrate critical thinking to develop and evaluate appropriate brand management solutions to business problems. | ③ |
| | 2 | Identification and critical analysis of pertinent issues in a brand management context | ③ |
| | 3 | Critical analysis of existing sources of secondary data and literature in the field | ④ |
| | 4 | Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation | ④ |
| | 5 | Utilise radical (breakthrough) creativity to develop innovative solutions to brand management problems. | ① ③ |
| | 6 | Reflects on changed practice and use of feedback. | ① ④ |

| GENERIC SKILLS: | Communication, Problem solving |
|---|---|

## 7.  Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

### 8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

| REQUIRED? | AUTHOR | YEAR | TITLE | EDITION | PUBLISHER |
|---|---|---|---|---|---|
| Required | Kevin Lane Keller,Vanitha Swaminathan | 2019 | Strategic Brand Management | 5th ed | Pearson |

### 8.2. Specific requirements

It would be advisable for students to have advanced marketing knowledge and/or be in their final year of undergraduate studies.

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

### 10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:
- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

### 10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

## 10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

## 10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

## 10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

## 10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

## 10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

## 10.10. General Enquiries

**In person:**

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** studentcentral@usc.edu.au