

325-227 Brand Management

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Summer Term, - Taught on campus. Semester 1, - Taught on campus.
Time Commitment:	Contact Hours: Two 2-hour lectures and a 2-hour tutorial per week (Summer); One 2-hour lecture and a 1-hour tutorial per week (Semester 1) Total Time Commitment: Not available
Prerequisites:	Pre-requisite OR Co-requisite <u>325-104 Principles of Marketing (/view/2009/325-104)</u>
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Dr Elison Lim, Dr Jeremy John Apsey
Subject Overview:	This subject develops students' knowledge of major theories and current research in branding and managing products. It addresses building and measuring brand equity and aims to improve brand-related decisions. Specific topics include brand knowledge; brand awareness; brand image; and the interpretation and use of brand audits.
Objectives:	On successful completion of this subject, participants should be able to: <ul style="list-style-type: none"> # Explain the strategic importance of branding for superior organisation performance; # Describe and analyse the fundamental theories and models of strategic brand management; # and #apply with confidence branding principles and tools to case studies and projects simulating the real world
Assessment:	A 2 hour end-of-semester examination (60%) and assignment(s) totalling not more than 4000 words (40%)
Prescribed Texts:	None
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: <ul style="list-style-type: none"> # <u>Bachelor of Arts</u> (https://handbook.unimelb.edu.au/view/2009/D09) # <u>Bachelor of Biomedicine</u> (https://handbook.unimelb.edu.au/view/2009/J07) # <u>Bachelor of Environments</u> (https://handbook.unimelb.edu.au/view/2009/A04) # <u>Bachelor of Music</u> (https://handbook.unimelb.edu.au/view/2009/M05) # <u>Bachelor of Science</u> (https://handbook.unimelb.edu.au/view/2009/R01)

	<p># Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2009/355-AA)</p> <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	High level of development: oral communication; written communication; collaborative learning; problem solving; team work; application of theory to practice; interpretation and analysis; critical thinking; synthesis of data and other information; accessing data and other information from a range of sources; receptiveness to alternative ideas. Moderate level of development: statistical reasoning; evaluation of data and other information; use of computer software
Notes:	Students may not gain credit for both 325-307 Product and Brand Management and 325-227 Brand Management.