

BUSA90014 Brand Management

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: April, Parkville - Taught on campus. This subject is only available to students admitted to MC-BAPTME, or with permission of the MBA course coordinator
Time Commitment:	Contact Hours: 30 hours Total Time Commitment: Not available
Prerequisites:	None
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>
Contact:	Melbourne Business School Degree Program Services Email: programservices@mbs.edu (mailto:programservices@mbs.edu)
Subject Overview:	Brand Management is a course designed to prepare the student for the challenges of building, protecting and strengthening a brand. The course examines branding from across a range of different industries and is relevant for those interested in managerial, entrepreneurial, not for profit and government sectors. This is a very applied elective and examines all the key areas of brand management including brand research, brand building, brand strategy, brand positioning, brand extension and brand architecture. The course is case based and uses examples from across the major areas of branding including consumer goods, services, B2B, retail branding and luxury goods.
Learning Outcomes:	On completion of this subject, students should be able to: <ul style="list-style-type: none"> # Understand the nature and operation of brands # Conduct research in order to identify existing brand equity # Implement brand positioning # Optimise an organisation's brand architecture # Develop a coherent and successful brand strategy
Assessment:	Case preparation and discussion (25%) Throughout subject Final examination (75%) Hurdle requirement Take home 2,000 words End of subject
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.

Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
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Related Course(s):	Master of Business Administration