

325-661 Brand Management

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Summer Term, - Taught on campus. Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week (Semester 2), Two 3-hour seminar per week (Summer). Total Time Commitment: Not available
Prerequisites:	Entry into the Master of Management suite of programs or the Master of Applied Commerce.
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 Brent Coker, Prof Bryan Lukas
Subject Overview:	This subject focuses on the task of developing and managing brands. It examines the way in which brand decisions may contribute to creating competitive advantage and explains how to analyse industries, make changes in brand strategies over time, and respond to competitive moves. Students also gain an understanding of the issues involved in the development and management of new products, how to manage product lines, and how to measure, develop and manage their brand equity.
Objectives:	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # Analyse the fundamental principles involved in managing products and their brands; # Explain the critical importance of product branding for superior business performance; # Apply branding principles by conducting an in-depth brand management project using a real-world company as an example.
Assessment:	A 2-hour examination (50%), assignment(s) not exceeding 4000 words (40%) and class participation (10%).
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
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Critically evaluate an argument logically, such as the notion that brand identity and brand image are not always identical because brand identity is what the brand management seeks and brand image is what the customer seeks;

	<ul style="list-style-type: none"># Synthesise schools of thought in product and brand management, for example that a brand is a products name vs. a brand is a strategic market position;# Solve complex problems, such as determining whether a brand has greater awareness depth than breadth;# Team work;# Accessing empirical and theoretical research from various sources# Oral and written communication skills.
Related Course(s):	Master of Applied Commerce (Marketing) Master of Applied Commerce (Marketing) Master of Management (Marketing)