

MKTG20006 Brand Management

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	This subject is not offered in 2013.
Time Commitment:	Contact Hours: One 2-hour lecture and a 1-hour tutorial per week Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study
Prerequisites:	<u>MKTG10001 Principles of Marketing</u> (../view/current/mktg10001) OR 325-211 Principles of Marketing
Corequisites:	<u>MKTG10001 Principles of Marketing</u> (../view/current/mktg10001)
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	Students may not gain credit for both 325-307 Product and Brand Management and <u>MKTG20006 Brand Management</u> (../view/current/MKTG20006) .
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Contact:	Summer: bcoker@unimelb.edu.au (mailto:bcoker@unimelb.edu.au) Semester 1: anagpal@unimelb.edu.au (mailto:anagpal@unimelb.edu.au)
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 equity, brand positioning, brand marketing programs and measuring brand performance.
Objectives:	After completing this subject, you should be able to: <ul style="list-style-type: none"> • Explain the importance of brand management for modern firms. • Discuss the key theoretical concepts relevant to brand management issues. • Synthesise the basic principles for brand management with new rules (e.g., consumers' role in co-creating brand meanings). • Critically analyse complex brand management issues and provide theoretically sound and practically feasible solutions.
Assessment:	A 2-hour end-of-semester exam (50%) Individual tutorial assignments totalling not more than 2000 words, due throughout semester (20%) One group assignment totalling not more than 3000 words, due end of semester (30%)
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
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/2013/B-ARTS) # <u>Bachelor of Biomedicine</u> (https://handbook.unimelb.edu.au/view/2013/B-BMED) # <u>Bachelor of Environments</u> (https://handbook.unimelb.edu.au/view/2013/B-ENVS) # <u>Bachelor of Music</u> (https://handbook.unimelb.edu.au/view/2013/B-MUS)

	<p># Bachelor of Science (https://handbook.unimelb.edu.au/view/2013/B-SCI)</p> <p># Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2013/B-ENG)</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:	<p>In this subject you will have the opportunity to develop important generic skills. Specifically, you will learn to:</p> <ul style="list-style-type: none"> • Synthesise knowledge from different information sources (e.g., academic journals, trade journals, newspapers, business magazines, websites) • Analyse and interpret key consumer trends/findings • Critically evaluate, understand, and integrate theoretical and managerial ideas • Apply theoretical knowledge to solve real company and consumer behaviour issues • Appreciate team diversity by understanding different (sometimes conflicting) views • Work collegially and effectively in teams • Deliver oral presentations confidently • Manage time by planning ahead to meet deadlines
Related Breadth Track(s):	Marketing Communications and Branding