

## MKTG90006 Brand Management

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| <b>Credit Points:</b>                    | 12.50   |
| <b>Level:</b>                            | 9 (Graduate/Postgraduate)   |
| <b>Dates &amp; Locations:</b>            | This subject is not offered in 2013.  |
| <b>Time Commitment:</b>                  | Contact Hours: One 3-hour seminar per week (Semester 1), Two 3-hour seminar per week (Summer) Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance  |
| <b>Prerequisites:</b>                    | Entry into the Master of Management suite of programs.  |
| <b>Corequisites:</b>                     | None  |
| <b>Recommended Background Knowledge:</b> | None  |
| <b>Non Allowed Subjects:</b>             | None  |
| <b>Core Participation Requirements:</b>  | 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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>  |
| <b>Contact:</b>                          | Graduate School of Business and Economics<br>Level 4, 198 Berkeley Street<br>Telephone: +61 3 8344 1670<br><b>Online Enquiries</b> ( <a href="https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01311-VZ8293&amp;cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&amp;redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gsbe.html">https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01311-VZ8293&amp;cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&amp;redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gsbe.html</a> )<br>Web: <a href="http://www.gsbe.unimelb.edu.au">www.gsbe.unimelb.edu.au</a> ( <a href="http://www.gsbe.unimelb.edu.au">http://www.gsbe.unimelb.edu.au</a> ) |
| <b>Subject Overview:</b>                 | 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.   |
| <b>Objectives:</b>                       | On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> <li># Analyse the fundamental principles involved in managing products and their brands;</li> <li># Explain the critical importance of product branding for superior business performance;</li> <li># Apply branding principles by conducting an in-depth brand management project using a real-world company as an example.</li> </ul>  |
| <b>Assessment:</b>                       | 2-hour examination (50%) In-class assessment (presentation and/or quiz) (25%) mid-semester Assignment(s) not exceeding 3,000 words (25%) due end of semester  |
| <b>Prescribed Texts:</b>                 | None  |
| <b>Breadth Options:</b>                  | This subject is not available as a breadth subject.   |
| <b>Fees Information:</b>                 | Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>   |

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| <b>Generic Skills:</b>    | <p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> <li># 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;</li> <li># 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;</li> <li># Solve complex problems, such as determining whether a brand has greater awareness depth than breadth;</li> <li># Team work;</li> <li># Accessing empirical and theoretical research from various sources;</li> <li># Oral and written communication skills.</li> </ul> |
| <b>Related Course(s):</b> | <p>Graduate Certificate in Communication and Customer Strategy<br/> Graduate Certificate in Marketing Management<br/> Master of Commerce (Management)<br/> Master of Commerce (Marketing)<br/> Master of Management (Marketing)<br/> Master of Management (Marketing)</p>  |