

MKTG90021 Strategic Brand Leadership

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| Credit Points: | 6.25 |
| Level: | 9 (Graduate/Postgraduate) |
| Dates & Locations: | 2013, Parkville This subject commences in the following study period/s: August, Parkville - Taught on campus. |
| Time Commitment: | Contact Hours: 16 hours (intensive) Total Time Commitment: In addition to face-to-face teaching time of 16 hours, students should expect to undertake a minimum of 60 hours research, reading, writing and general study to complete this subject successfully. |
| 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: | School of Melbourne Custom Programs Level 3, 442 Auburn Road Hawthorn VIC 3122 Phone: 9810 3245 Email: postgrad@commercial.unimelb.edu.au (mailto:postgrad@commercial.unimelb.edu.au) |
| Subject Overview: | <p>Brands are one of the most valuable assets that an organization has. Drawing on the Melbourne Faculty's latest research and unique approach to marketing, Students will learn to build, grow and revitalize brands with the goal of improving an organisation's competitive advantage.</p> <p>Topics include:</p> <ul style="list-style-type: none"> # building brands; # launching brands; # differentiating brands; # positioning brands; # leveraging brand equity through brand extensions, including extending brands into new markets; # brand portfolio management, including right-sizing the portfolio; and measuring brand equity. |
| Objectives: | <p>On successful completion of this program, students should be able to:</p> <ul style="list-style-type: none"> # analyse brand problems and be capable of generating appropriate solutions; |

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| | <ul style="list-style-type: none"> # examine critical issues associated with how leading brands are built and managed over time; # respond to the strategic moves of competitor brands, including cooperation and retaliation; # explain why some products and their brands are successful and others are not; # successfully position brands in the market; # understand how brand equity can be measured; # better understand the link between brand costs and financial returns; # know what skills are required to launch new brands. |
| Assessment: | 1500 word exercise on building a brand (60%) due four weeks after the subject is completed. 1000 word case study on revitalising a new brand (40%) due two weeks after the subject is completed. |
| Prescribed Texts: | Nil |
| 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: | <ul style="list-style-type: none"> # Capacity to analyse and synthesis information and develop strategies. # Critical thinking and problem solving skills. # Written skills in the preparation of high quality reports. # Oral skills in the presentation of reports. # Application of analytical and measurement skills. |
| Links to further information: | http://fbe.unimelb.edu.au/execed/open_programs/strategic_brand_leadership |
| Related Course(s): | Specialist Certificate in Executive Leadership Specialist Certificate in Strategic Marketing |