

BUSA90014 Brand Management

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2014, Parkville This subject commences in the following study period/s: February, Parkville - Taught on campus.
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><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> </p>
Contact:	Programservices@mbs.edu (mailto:Programservices@mbs.edu)
Subject Overview:	<ul style="list-style-type: none"> # Brand Equity # Strategic Brand Creation # Brand Research Methods # Brand Positioning # Brand Architecture # Brand Extension # Brand Consolidation # Co - Branding # Private Label
Learning Outcomes:	<p>Upon completion of this subject, students should:</p> <ul style="list-style-type: none"> # Understand the nature and operation of brands # Be able to develop brand strategy # Evaluate the potential for branding in any given market # Conduct research in order to identify existing brand equity # Improve brand architecture # Extend brands into new markets # Understand the impact of private labels # Manage the relationship with retailers regarding brand distribution # Understand the nature and specialty of luxury brands
Assessment:	Class participation (25%) Final examination (75%)
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
Related Course(s):	Master of Business Administration