

BUSA90013 Brand Management

Credit Points:	12.5																																			
Level:	9 (Graduate/Postgraduate)																																			
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: January, Parkville - Taught on campus. May, Parkville - Taught on campus. June, Parkville - Taught on campus. September, Parkville - Taught on campus. November, Parkville - Taught on campus. This subject is only available to students admitted to MC-BA, MC-BAPT, GD-MKTG, 294PN, or students with permission of the MBA course coordinator																																			
Time Commitment:	Contact Hours: 30 hours Total Time Commitment: Not available																																			
Prerequisites:	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>BUSA90480 Leadership</td> <td>January, March, April, June, September</td> <td>6.25</td> </tr> <tr> <td>BUSA90001 Financial Accounting</td> <td>January, April, October</td> <td>12.5</td> </tr> <tr> <td>BUSA90224 Managing People</td> <td>January, April, September, October</td> <td>12.5</td> </tr> <tr> <td>BUSA90060 Data Analysis</td> <td>January, April, June, July, October</td> <td>12.5</td> </tr> <tr> <td>BUSA90243 Marketing</td> <td>April, June, July</td> <td>12.5</td> </tr> <tr> <td>BUSA90093 Financial Management</td> <td>January, April, July</td> <td>12.5</td> </tr> <tr> <td>BUSA90193 Managerial Economics</td> <td>January, April, July, October</td> <td>12.5</td> </tr> <tr> <td>BUSA90074 Global Business Economics</td> <td>April, July, September, October</td> <td>12.5</td> </tr> <tr> <td>BUSA90026 Business Strategy</td> <td>January, April, June, July</td> <td>12.5</td> </tr> <tr> <td>BUSA90227 Operations</td> <td>January, April, September, October</td> <td>12.5</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	BUSA90480 Leadership	January, March, April, June, September	6.25	BUSA90001 Financial Accounting	January, April, October	12.5	BUSA90224 Managing People	January, April, September, October	12.5	BUSA90060 Data Analysis	January, April, June, July, October	12.5	BUSA90243 Marketing	April, June, July	12.5	BUSA90093 Financial Management	January, April, July	12.5	BUSA90193 Managerial Economics	January, April, July, October	12.5	BUSA90074 Global Business Economics	April, July, September, October	12.5	BUSA90026 Business Strategy	January, April, June, July	12.5	BUSA90227 Operations	January, April, September, October	12.5
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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:	<p>Melbourne Business School Degree Program Services Email: programservices@mbs.edu (mailto:programservices@mbs.edu)</p>
Subject Overview:	<p>Brand Management is a course designed to prepare the student for the challenges of building, protecting and strengthening a brand. The course examines branding from across a range of different industries and is relevant for those interested in managerial, entrepreneurial, not for profit and government sectors. This is a very applied elective and examines all the key areas of brand management including brand research, brand building, brand strategy, brand positioning, brand extension and brand architecture. The course is case based and uses examples from across the major areas of branding including consumer goods, services, B2B, retail branding and luxury goods.</p>
Learning Outcomes:	<p>On completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # Understand the nature and operation of brands # Conduct research in order to identify existing brand equity # Implement brand positioning # Optimise an organisation's brand architecture # Develop a coherent and successful brand strategy
Assessment:	<p>Case preparation and discussion (25%) Throughout subject Final examination (75%) Hurdle requirement Take home End of subject</p>
Prescribed Texts:	<p>None</p>
Breadth Options:	<p>This subject is not available as a breadth subject.</p>
Fees Information:	<p>Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees</p>
Notes:	<p>This subject is only available to students admitted to MC-BA, MC-BAPT, GD-MKTG, 294PN, or students with permission of the MBA course coordinator</p>
Related Course(s):	<p>Graduate Diploma in Marketing Master of Business Administration Master of Business Administration Master of Business Administration/Master of Marketing Master of Marketing Master of Marketing Master of Marketing</p>