

# MKTG 3021 STRATEGIC BRAND MANAGEMENT

**Credit Points** 10

**Legacy Code** 201083

**Coordinator** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

**Description** Consumers' brand interaction in the marketplace is shaped by a digital and technology driven marketing environment. Innovative and interactive branding strategies have become the key to a successful marketing strategy. Students learn to strategically create, develop, innovate, position and protect branding in an ever-changing environment to establish a sustainable competitive advantage. Through these industry-related activities, students create a business driven portfolio, which can be presented to potential employers. This unit uses workshop sessions and online activities to create an interactive learning environment and bring the content to life.

**School** Business

**Discipline** Marketing

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Pre-requisite(s)** MKTG 1006

**Equivalent Subjects** MKTG 3001 - Brand and Product Management

**Assumed Knowledge**

Students are recommended to have completed 201084 Customer Insights and 201082 Customer Experience Fundamentals which will provide knowledge of consumer behaviour and market research.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Evaluate brand equity using appropriate theoretical frameworks and tools.
2. Assess brand strategies in a technology and driven marketplace.
3. Apply appropriate tools for brand portfolio management.
4. Effectively communicate brand strategies using a range of formats

## Subject Content

1. Nature and difference between Brand & Product Management
2. Product Development
3. Essence of Building Strong Brands
4. Development of Digital Marketing Strategies
5. Importance of Innovation and Consumer Agency
6. Interactive Marketing Strategies
7. Brand Relationships
8. Brand Portfolio Management

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are

regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Case Study	1000 word equivalency	30	N	Individual
Portfolio	2000 word equivalency	40	N	Individual
Applied Project	2000 word equivalency	30	N	Group

Prescribed Texts

- Keller, K.L. and V. Swaminathan 2019, Strategic brand management - building, measuring and managing brand equity, 5th Global edition, Pearson Higher Ed USA. [Or latest edition]

Teaching Periods

## WSU Online TRI-2

### Wsu Online

#### Online

**Subject Contact** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3021\\_22-OT2\\_OW\\_O#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3021_22-OT2_OW_O#subjects))

## Spring

### Online

#### Online

**Subject Contact** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

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## Parramatta City - Macquarie St

### Day

**Subject Contact** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

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## WSU Online TRI-3

### Wsu Online

#### Online

**Subject Contact** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

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