

MKTG 7029 STRATEGIC VALUE CREATION

Credit Points 10

Legacy Code 200734

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Description This unit focuses on a holistic approach to creating value through the brand building process and including integrated marketing communication strategies. The main objective of the unit is to address the value creation process and the central role that brands play as the mechanism for value creation and communication with interest groups (consumers, employees and other stakeholders). This unit will also cover corporate communications and new media as means of value creation strategies.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects LGYA 8737 - Promotion Management LGYA 4475 - Promotion and Advertising Overseas

Restrictions

Students must be enrolled in a postgraduate program.

Learning Outcomes

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

1. Appreciate the role of brand and product management in creating value for the organisation
2. Communicate the critical importance of brand equity and of developing a distinct brand identity
3. Apply innovative marketing communications to value creation.
4. Demonstrate how regulatory issues pertaining to consumer protection affect brand building and value creation

Subject Content

Introduction and Overview
 Objectives of Value Creation
 Building Brands
 Positioning Strategies
 Theoretical perspectives in value creation
 Brand and Message Strategies
 Integrated Brand Promotion Strategies
 New Media
 Corporate communication
 Co-creation of value in the communication channel
 Co-Branding and Communication Strategies
 Integrated Message Strategies

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
Report	1500 words individual seminar paper	30	N	Not Known
Applied Project	2500 words group reports and 15minute presentation	30	N	Not Known
Portfolio	Prepare and conduct a seminar activity, weekly online posts 200 words as well as preparation of discussion questions for weeks 2 to 8	40	N	Not Known

Teaching Periods