MKTG 7035 FRONTIERS OF BRANDING

Credit Points 10

Legacy Code 201024

Coordinator Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

Description Technology has dramatically changed the way brands interact in the marketplace. Marketers are increasingly faced with the challenge of meeting the needs of sophisticated consumers who have multiple brands to choose from in a very competitive environment. This makes innovative branding strategies the key differentiating variable. This subject helps students understand the concept of branding and the utilization of brand assets by learning to strategically create, develop, innovate, position and protect the brand in an ever-changing environment in order to establish a sustainable competitive advantage.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects BUSM 7049 - Integrated Brand Management

Restrictions

Students must be enrolled in a postgraduate Business program or 1888 Master of Education (Leadership and Management

Assumed Knowledge

An understanding of marketing theory and relevant principles is assumed.

Learning Outcomes

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

1. Critique the role of innovative brand management strategies in directing and sustaining competitive advantage within the context of technological evolution
2. Effectively co-produce alternative branding strategies and their application
3. Analyse how brand communities impact brand decisions
4. Critically evaluate the role of digitization on brand management/building.
5. Develop and apply appropriate metrics to measure brand performance.

Subject Content

1. Building strategic brands
2. Different perspectives of alternative branding
3. Dynamics of brand communities
4. Brand digitization
5. Managing brand innovation
6. How radical re-branding strategies improve competitive advantage
7. Measuring brand performance

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.

Type	Length	Percent	Threshold	Individual/ Group Task
Applied Project	2,000 word equivalency	40	N	Individual
Report	1,500 words	30	N	Individual
Proposal	2,500 words equivalency	30	N	Group

Teaching Periods

Quarter 1 (2022)
Parramatta City - Macquarie St
Evening
Subject Contact Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7035_22-Q1_PC_E#subjects)

UEH Quarter 1 (2022)
Vietnam
Day
Subject Contact Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7035_22-UQ1_UE_D#subjects)

UEH Quarter 3 (2022)
Vietnam
Day
Subject Contact Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7035_22-UQ3_UE_D#subjects)

UEH Quarter 4 (2022)
Vietnam
Day
Subject Contact Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7035_22-UQ4_UE_D#subjects)

Quarter 1 (2023)
Parramatta City - Macquarie St
On-site
Subject Contact Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7035_23-Q1_PC_1#subjects)

Vietnam Quarter 1 (2023)
Vietnam
On-site
Subject Contact Nicole Stegemann (https://
directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG7035_23-UQ1_UE_1#subjects)

Quarter 3 (2023)
Parramatta City - Macquarie St
On-site
Subject Contact Nicole Stegemann (https://
directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG7035_23-Q3_PC_1#subjects)