

MKTG 3001 BRAND AND PRODUCT MANAGEMENT

Credit Points 10

Legacy Code 200088

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

Description From 2022 this subject replaced by MKTG 3021 Strategic Brand Management. Brand and Product Management focuses on the role brands and products play in the planning and execution of marketing strategies. Aspects of brand and product management include the building, implementation and maintenance of brands within a range of different contexts are covered in this unit. Students will develop a critical view of the inherent challenges firms encounter in creating and maintaining brands from a marketing perspective. 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/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1006

Assumed Knowledge

Basic understanding of market research and an understanding of the core principles of consumer behaviour.

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 |
|--------------------|---|---------|-----------|-----------------------|
| Portfolio | 1500 words and Completion of nine of 13 online activities | 40 | N | Individual |
| Applied Project | 2,000 words | 30 | N | Group |
| Intra-session Exam | 1 hour | 30 | N | Individual |

Teaching Periods

WSU Online TRI-1

Wsu Online

Online

Subject Contact Helen Lambourne ([https://directory.westernsydney.edu.au/search/name/Helen Lambourne/](https://directory.westernsydney.edu.au/search/name/Helen%20Lambourne/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3001_22-OT1_OW_O#subjects)

Sydney City Campus - Term 1

Sydney City

Day

Subject Contact Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3001_22-SC1_SC_D#subjects)

UEH-Session 1

Vietnam

Day

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=MKTG3001_22-UT1_UE_D#subjects)

UEH-Session 2

Vietnam

Day

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=MKTG3001_22-UT2_UE_D#subjects)

WSU Online TRI-3

Wsu Online

Online

Subject Contact Karen Harvey ([https://directory.westernsydney.edu.au/search/name/Karen Harvey/](https://directory.westernsydney.edu.au/search/name/Karen%20Harvey/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3001_22-OT3_OW_O#subjects)

Sydney City Campus - Term 3

Sydney City

Day

Subject Contact Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3001_22-SC3_SC_D#subjects)