

# MKTG 3001 BRAND AND PRODUCT MANAGEMENT

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**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 subject. Students will develop a critical view of the inherent challenges firms encounter in creating and maintaining brands from a marketing perspective. This subject 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 fees 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

**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.

Type	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