



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER ONE 2024

MART468 Branding

Paper Description and Aims

One of the most valuable assets of an organisation is its brand-which is strange given that a brand is not actually tangible. Although people often think of a brand as the name or logo associated with an organisation, the essence of the brand is a promise, and this is created in every activity, interaction, decision, and touch point that takes place between an organisation and its consumers. Brands 'live' in the minds of customers. This paper will consider the role of brands in business and society and will look at the many ways in which brands try to create and co-create value and the way that this value is understood. It will look at different branding strategies, in a range of consumption environments, for a variety of purposes, as well as covering issues in relation to social responsibility, authenticity and sustainability.

Semester One

0.1667 EFTS

20 points

Teaching Staff

Lecturer and Paper Coordinator

Name: Professor Robert Aitken
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Office Hours: Thursday 11.00 – 12.00

You should contact Robert with any administrative enquiries about the paper.

All requests for late submissions of assignments should be addressed to Dr Mathew Parackal

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Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

Paper Delivery

Lecture Day/Time: **Thursday 1:00-3:00pm**

Room: Please refer to your eVision timetable

Every week students must attend one **2 hour** lecture.

Lectures present the key conceptual material and ideas are developed through class discussion. Lectures are supported by readings.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all classes to gain full benefit from the course.

If you are unable to attend a lecture you should inform the lecturer and make sure that you catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

MART468 is a 20-point paper. As a general guide, 1 point represents study in formal instruction or independent study for 12 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 240 hours on this subject over the duration of the semester.

Textbook Information

There is one **required** textbook for this paper:

Douglas Holt (2004) How Brands Become Icons: The Principles of Cultural Branding. Harvard Business Review Press (November 1, 2004). ISBN: 978-1578517749

A list of **recommended** background readings is provided below:

Carolina Rogoll (2015) *Star Brands: A Brand Manager's Guide to Build, Manage and Market Brands*, Allworth Press.

Alina Wheeler (2017) *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, Wiley, 5 edition. (Practical and creative side of brand execution and visual identity).

Brad VanAuken (2014) *Brand Aid: A Quick Reference Guide to Solving Your Branding Problems and Strengthening Your Market Position* (AMACOM).

Naomi Klein (2009) *No Logo* (Picador, 3rd -10th Anniversary ed. Edition). (An anti-branding/anti-corporate perspective on consumer marketing).

Kevin Keller (2012) *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 4th Edition, Pearson/Prentice Hall.

Calendar

Week	Lecture Date	Topic	Reading
1	29 Feb	Welcome to Branding! Introduction to the paper and to Brands and Branding Introduction to Assignment 1 Individual Essay <i>My Brand Story</i> Due In Class Thursday 21 March 1.00PM	Douglas Holt (2004) How Brands Become Icons: The Principles of Cultural Branding
2	7 March	Brand Communities, Narrative and Experience	Brenner, Michael 2019 '5 Examples of brilliant online brand communities' <i>Content Marketing</i> , 9 May 2019 https://marketinginsidergroup.com/content-marketing/5-examples-brilliant-brand-communities-shaping-online-world/ Muniz, A.M., & O'guinn, T.C. (2001). Brand community, <i>Journal of consumer research</i> , 27 (4), 412-432 Bueno, BJ 2018 'How to build brand communities' The Cult Branding Company, 15 June 2018 https://cultbranding.com/ceo/how-to-build-brand-communities/ Elmhirst Sophie 2019, 'It's genuine, you know?' why the online influencer industry is going 'authentic', <i>The Guardian</i> , 5 April 2019 https://www.theguardian.com/media/2019/apr/05/its-genuine-you-know-why-the-online-influencer-industry-is-going-authentic
3	14 March	Corporate Social Responsibility (CSR) and the social role of brands	Patagonia Case Study Kaplan, A.M, & Haemlein, M (2010). Users of the world, unite! The challenges and opportunities of Social Media, <i>Business Horizons</i> , 53 (1), 59-68 Cone, C 2019 'How purpose took over the 2019 Cannes Lion Festival', <i>Fast Company</i> , 27 June 2019 https://www.fastcompany.com/90370415/how-purpose-took-over-the-2018-cannes-lion-festival

			<p>Mannix, Liam, 2018 'It's hype and we're millennials' : Why Melbournians queued for nothing', <i>Sydney Morning Herald</i>, https://www.theage.com.au/national/victoria/it-s-hype-and-we-re-millennials-why-melburnians-queued-for-nothing-20180306-p4z32y.html</p>
4	21 March	<p>Assignment 1 Executive Summary (3 minutes)</p> <p>Brand strategy – aligning strategy to brand</p>	<p>ASSIGNMENT 1 Individual Essay <i>My Brand Story</i> Due Thursday 21 March In Class</p> <p>Dove: Evolution of a Brand (Harvard Business School Case 508-047, October 2007. (Revised March 2008.)</p> <p>Kevin Keller, Brian Sternthal, and Alice Tybout (2002) "Three Questions You Need to Ask About Your Brand" from Harvard Business Review.</p> <p>Farquhar, P. (2003). Discover the blind spots in your Brand Vision. Marketing Management, May/June, 18-25. Retrieved from https://archive.ama.org/archive/ResourceLibrary/MarketingManagement/documents/10600460.pdf</p> <p>Afshar V 2019 '10 Customer experience lessons from a CRM pioneer and trailblazer' <i>CBS Interactive</i>, 5 August 2019 https://www.zdnet.com/article/salesforce-senior-vice-president-of-innovation-strategy-10-customer-experience-lessons/</p>
5	28 March	<p>Brand Equity - how to value your brand</p> <p>Introduction to Assignment 2 Brand Project Introduction Pair Presentation Due Thursday 16 May</p>	<p>Trent, Lindsey and Jakki Mohr (2017), "Marketers' Valuation Approaches to Brand Equity: Insights for Accountants," The CPA Journal, (July), pp. 58-61</p> <p>Kristof N, 2020 'She helped a customer in need. Then U.S bank fired her' <i>New York Times</i>, 1 February 2020 https://www.nytimes.com/2020/02/01/opinion/sunday/us-bank-fired-employee.html?action=click&module=Opinion&pgtype=Homepage</p>

			<p>Brown, Symeon 2018 'Fake it till you make it: meet the wolves of Instagram' <i>The Guardian</i>, 19 April 2018 https://www.theguardian.com/news/2018/apr/19/wolves-of-instagram-jordan-belmont-social-media-traders</p> <p>Aaker, David A 1991 <i>Managing Brand Equity: Capitalising on the value of a brand name</i>, Maxwell, McMillan Intl, New York</p>
<p align="center">29 March Good Friday 1st to 5th April Mid Semester Break 2nd April Otago Anniversary Day observed</p>			
6	11 April	Branding in Higher Education (HE)	<p>Pasternak, Ken 2017 'Five strategies for building a great university brand', <i>Inside Higher Ed</i>, 29 March 2017</p> <p>https://www.insidehighered.com/blogs/call-action-marketing-and-communications-higher-education/five-strategies-building-great</p> <p>https://www.theguardian.com/news/2017/nov/07/education/five-strategies-building-great</p>
7	18 April	Place Branding	<p>Campelo, A., Aitken, R., Thyne, M., & Gnoth, J. (2014). Sense of place: The importance for destination branding. <i>Journal of Travel Research</i>, 53(2), 154-166.</p> <p>Lucarelli, A., & Brorström, S. (2013). Problematising place branding research: A meta-theoretical analysis of the literature. <i>The Marketing Review</i>, 13(1), 65-81.</p>
8	ANZAC Day	No Class	
9	2 May	No Logo and The Future of Brands	
10	9 May	Consultations	
11	16 May	Presentations	Assignment 2 Thursday 16 May
12	23 May	Branding and Social Media	<p>Branding in the Age of Social Media, D. Holt (2016) https://hbr.org/2016/03/branding-in-the-age-of-social-media</p>

			Edelman, D. (2010). Branding in the Digital Age: You're Spending Your Money in All the Wrong Places. Harvard Business Review. Retrieved from https://hbr.org/2010/12/branding-in-the-digital-age-youre-spending-your-money-in-all-the-wrong-places
13	30 May	ASSIGNMENT 3 Individual Essay In Class Branding and Celebrity Endorsement	

*** First week of Semester 1 is ACADEMIC WEEK 9**
Lectures end Friday 31 May
University Exam Period First Semester Begins Wednesday 5 June
Ends Wednesday 19 June

Assessment

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade	Assessment Criteria
Assignment 1 (Individual) Essay: <i>My Brand Story</i> Based on your favourite brand, discuss what it means to you, why you like it and how it is positioned against its competitors in the marketplace. 1200 words	Thursday 21 March In Class	20	Critical engagement with the topic; Genuine attempt to reflect on the Brand's importance, and, Intelligent understanding of positioning.
Assignment 2 (Pair) Presentation Brand Analysis Part 1 Trend Analysis. The analysis will include a consideration of the major/most significant/most disruptive/innovative changes within your chosen Service/Product category. Part 2 Brand Position. The analysis will conclude with a discussion and summary of a brand of your choice that considers its brand strengths and its strategic positioning, especially in relation to CSR and sustainability. The presentation will be no more than 15 minutes long It can be compiled and delivered in person or using a digital format	Thursday 16 May	40	Identify and synthesise key trends in chosen category; The ability to contextualise brand strategies and their relationship and commitment to CSR; Critical analytical skills; Clear and careful prioritisation of material to be presented, and, High quality communication and audience engagement.
Assignment 3 (Individual) In Class Essay: <i>On the Shoulders of Giants</i> Discuss, explain and justify what you consider to be the most influential academic paper in your chosen area of study e.g., Brands and:	In Class Thursday 30 May 1.00PM – 3.00PM	40	Application of appropriate concepts from the paper; Evidence of engagement with appropriate readings, and, Critical assessment of key concepts.

Strategy; Equity; CSR; Perception; Place, Arts; Culture; Sponsorship; Children; Sport; Not-for-Profit; Higher Education; Personality or another area of your choice. 1500 words			
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Paper Requirements

There are no terms requirements.

Assessment Format

Assignments will be written/presented in English unless prior approval is granted by the Head of Department.

Written assignments must be uploaded to Blackboard by the due date/time.

Referencing Style

For this paper the referencing style is APA. Style guides are available on the University Library website:
<http://www.otago.ac.nz/library/quicklinks/citation/index.html>

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If you group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

Learning Outcomes

Learning Outcome	Assessment 1	Assessment 2	Assessment 3	Total
1. Understand the nature and role of brands and branding		X		
2. Identify and evaluate branding strategies		X		
3. Understand the various methods of addressing brand value		X	X	
4. Consider and contest the different ways of thinking about brand	X		X	
5. Determine relevant brand decision making processes and outcomes based on informing an opinion, independent thinking and considering other ways of 'seeing'	X	X	X	
6. Consider the role of brands in relation to the sustainability		X		
Total	20	40	40	100

Academic Integrity

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:

Academic Integrity Policy

<http://www.otago.ac.nz/administration/policies/otago116838.html>

Student Academic Misconduct Procedures

<http://www.otago.ac.nz/administration/policies/otago116850.html>

Turnitin on Blackboard

Turnitin is a text-matching software tool which reports matches between sections of student work submitted to it, and other material to which Turnitin has access (i.e. material available via the internet, and content of other student assignments which have previously been submitted to Turnitin). Turnitin is also often referred to as a plagiarism detection tool. All assignments submitted electronically through Blackboard are uploaded via Turnitin, and the report is available to the marker. You may be able to check your draft assignment via Turnitin before you submit your final assignment. Full instructions and guidance for the use of Turnitin can be found at: <https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

Concerns about the Paper

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the departmental administrator or head of department.

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.