

MKTG 3025 INTEGRATED BRAND STRATEGIES

Credit Points 10

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Description Consumer brand interaction in the marketplace is shaped by a digital and technology driven marketing environment. Integrated brand strategies that ensure customer interaction across all branding touchpoints are the key for a consistent consumer experience. Students will acquire the knowledge and skills to create cohesive brand strategies that build desired brand salience, associations and foster brand loyalty. Industry-relevant activities and authentic assessments such as the development of a brand portfolio and brand strategy enhance marketing student employability. The use of engaging workshop sessions and interactive online activities provide a dynamic and skills-focused learning environment.

School Business

Discipline Marketing

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1014

Equivalent Subjects MKTG 3021 and
MKTG 3001

Assumed Knowledge

Students are recommended to have completed MKTG 2014 Customer Insights and Analytics and MKTG 2010 Customer Experience Fundamentals, which together will provide knowledge of consumer behaviour and market research.

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Evaluate the role of brand equity in diverse business contexts using appropriate theoretical frameworks and tools.
2. Assess brand strategies in a technology-driven marketplace.
3. Apply appropriate tools for brand portfolio management.
4. Communicate brand strategies using a range of formats suitable for different audiences.
5. Assess the impact of brand strategies with reference to social responsibility and Indigenous perspectives
6. Work together using teamwork skills to coproduce an applied project addressing brand strategies

Subject Content

1. Customer brand experience and positioning
2. Leveraging secondary brand associations to build brand value
3. Fostering brand loyalty
4. Measuring sources of brand value
5. Choosing brand elements
6. Developing branding strategies in the digital era

7. Managing brand communities
8. Consumer agency and innovation
9. Creating interactive brand strategies
10. Managing brand extensions

Special Requirements

Essential equipment

A computer and internet access

Prescribed Texts

- Keller, K.L. and V. Swaminathan 2019, Strategic Brand Management - Building, Measuring and Managing Brand Equity, 5th Global edition, Pearson Higher Ed USA. [Or latest edition]