

GULF COLLEGE – MUSCAT – SULTANATE OF OMAN

UNDERGRADUATE BUSINESS PROGRAMME

ACADEMIC YEAR: 2016 – 2017

FIRST SEMESTER

FRONT COVER

ASSIGNMENT

Module Title: Brand Management	
Module Code: MKTG 60241	
Method of Assessment : ASSIGNMENT	
Weighting: 100%	Module Credits: 15
Level: 6	Semester/Teaching block: 1
Morning / Evening Session: Both	Examiner: Dr. Benjamin O. Alo
Additional Information (if any): Include headings and sub-headings in your scripts. Highlight also your analysis / assessment / implications and or evaluation.	
Implementation of Harvard Referencing System (minimum 10 references)	

Module Name: Brand Management
Module Code: MKTG 60241
Module Leader: Dr. Benjamin O. Alo
Weighting: 100%
Submission Time and Date: January 1 – 3, 2017

You should hand in **one** copy of your assignment by the time and date above to the appropriate 'hand-in location' at the Block C of Gulf College. Fill in the front cover (staple together with your assignment). *MAKE SURE* that you fill in all the relevant details on this form. An acknowledgement will be given to you upon receiving your assignment. This is your receipt, **keep it**. You can submit work by post, but you must send it recorded delivery, it must be postmarked two days before the deadline date and a copy must be kept by you in case it is lost in the post. Faxed assignments will **not** be accepted.

Assignments **must** be submitted by the due date. The only circumstance in which assignments can be submitted late is if an extenuating circumstances form is submitted at the same time. In these circumstances work may be submitted up to 5 days only. If the extenuating circumstances are upheld, the assignment will be graded; otherwise a 0 will be awarded.

Maximum Word Length: 2500 words

Assessment Criteria

To achieve a 'Pass' grade of 40% or above

In order to achieve a **pass** grade the student will have demonstrated at least a satisfactory understanding of the concepts and principles of Brand Management. The work produced must apply appropriate principles, concepts and frameworks in order to address the areas specified in the assignment. There should be also a clear evidence of research and reading, with reference to appropriate sources.

To achieve a grade of 70% or above

In order to achieve a grade of **70%** or above, as well as satisfying all of the outlined criteria for a 'pass', the student must demonstrate a detailed understanding and application of the concepts and principles of Brand Management. The submission will be well organised and contain all relevant data. It will show evidence of appropriate investigation including research from a range of

Assignment Assessment Criteria

	Criteria	Description	Weight
1	Introduction	<ul style="list-style-type: none"> a. Background of the organisation b. Objectives of the assignment 	10
2	Brand Management Application	<ul style="list-style-type: none"> a. Identify and discuss two (2) brand equity characteristics as applied in the organisation. b. Analyse the implications or impacts of the two (2) identified brand equity characteristics as a measure of their influence in consumer purchasing or brand choice. 	30
3	Brand Management Practices	<ul style="list-style-type: none"> a. Identify and discuss two (2) Brand Extension Principle employed by the chosen organisation. b. Critically evaluate the two (2) brand extension principles identified above as a measure of their influence in consumer purchasing or brand choice. 	10
4	Conclusion	Summary of discussion.	10
	Total		100

Guidelines to Students:

Style and Format

Write down the exact number of words at the end of your essay. You may include diagrams, figures, appendices etc. without word penalty. A sliding scale of penalties for excess length will be imposed. The first page must be designed as a **cover page** name, student ID and batch. **Computer format** is compulsory. Make sure you use a consistent

academic literature and other secondary sources of information. Detailed answers will be given to each of the questions with appendices where appropriate. There will be an evidence of wider reading through appropriate supporting references.

State the number of words used at the end of your assignment. You may include diagrams, figures etc. without word penalty. A sliding scale of penalties for excess length will be imposed according to the amount by which the limit has been exceeded.

1-10%	excess	no penalty
11-20%	excess	10% reduction in the mark
21-30%	excess	20% reduction in the mark
31%+	excess	the work will be capped at a pass i.e. 40%

NB. None of the above penalties will be used to change a student mark which is above the pass mark, to one that is below the pass mark. Therefore the *maximum penalty* for exceeding the word limit will be a reduction to a pass grade.

This assignment will assess the following learning outcomes:

1. Critically appraise contemporary key branding theory and concept(s).
2. Critically evaluate their impact on brand management practice.

The Assignment Task:

Assume that you are a Brand Manager in any international organisation of your choice and are tasked to develop and execute a branding programme to build awareness and create demand. You are also expected to evaluate the challenges that will be faced by the company considering changes in the environment. You are required to write a 2500 – word report that covers the requirements below:

1. Discuss the challenges and importance of brand management and critically evaluate its implications to the organisation. (LO 2)
2. Illustrate the impacts of brand management as practised by the organisation. (LO 1)

- If another student uses your work in their answer(s), both you and they will be punished when caught.
- Punishments for committing plagiarism can be very severe.
- 25-30 students get caught in the Business school every year.

The details

Plagiarism is a form of cheating in which students use the work of others and present it as their own. Staffordshire University publishes a fully detailed description of what the term 'plagiarism' means on the University's main web-site under the heading 'Procedures for dealing with suspected cases of academic dishonesty'. We strongly recommend that you go and read the full document at the above address. Meanwhile, here is an extract of some of the relevant content. You will have committed plagiarism and may be caught, reported and punished (as described below) if you:

- Copy extensively from the work of others (from sources such as books, magazines, journals, web-sites for example) and submit the work as your own. NB It is acceptable to refer to the work of others as long as you do not use too much, and reference your sources properly. If you do not know how to do this, please follow the guidelines given in the document entitled 'Adding quotations and references to your written work' at this web-site address:
<http://www.staffs.ac.uk/schools/business/bsadmin/staff/s3/jamr.htm>
- Copy another students' work and submit it for assessment under your own name.
- Allow another student to copy your work and they then submit it for assessment under their name

This last item is of particular importance; few students seem to understand what it means. If, for example, you allow another student to borrow your work and they subsequently copy some that work and present it as their own, you and they will *both* be punished even though someone else copied your work.

The risks of working with other students

Some assessment tasks are explicitly designed for group work, and it will be made clear that a group answer is expected from you. All other tasks are intended as an assessment of your individual comprehension and performance, and group answers are not permitted. In individually assessed forms of assessment your work must be different from that of every other student. Plagiarism can occur in assignments and any examination where the questions are issued to students in advance. In both cases it is possible for you to ask other people about how best to answer the questions or complete the necessary tasks.

At the end of the assignment all references should be listed on a separate page headed **REFERENCES**. Make sure that all references are complete; and that all references mentioned in the text are given in the list of references and vice versa. Any items not cited should be listed separately under **BIBLIOGRAPHY** or **FURTHER READING** using the Harvard referencing style.

Structure

Your essay should be structured in 3 parts: introduction, main body and a summary/ conclusion paragraph at the end of the essay. The introduction as well as the summary at the end should not exceed 3 paragraphs. The main body is the longest part of the essay/ assignment.

Deadline

Your assignment will be submitted before the deadline. The assignment will not be accepted at any later date than the set deadline. No excuses will be entertained.

Assessment Submission

The assignment should be submitted in accordance with **Gulf College/ Staffordshire University regulations**, giving full name, student registration number, program details and module details.

Note:

This is a written individual assignment. If you miss the topic, or if the tutor has good reason to believe that you have either copied the assignment or that it was written by anybody other than yourself, the assignment will automatically be given 0

Plagiarism Warning

Summary

- Plagiarism occurs if you use somebody else's work in an assignment or exam answer, but fail to state where you got the material from.
- It can happen in any type of assessment where you are given the questions or tasks in advance.

You should be aware that *different modules* and subjects may have *different requirements*. In some subjects, answers to questions may, for example, require every student on a module to employ or refer to the same diagram(s), concepts and the like in order to construct an acceptable answer. You should note, however, that even in these circumstances your explanations of what the diagrams mean, and any other writing referring to any common diagrams and concepts should all be *in your own words*. Moreover, the situation may be very different on other modules, where the submission of work that has a very similar structure, or the use of very similar materials such as concepts, diagrams, quotations and the like, to that of another student, may lead to you being accused of plagiarism.

The picture is complicated and, unfortunately, it is not possible to give advice that is directly relevant to *every* module you study. If you are unsure about how to avoid plagiarism in any specific module, then rather than hoping and guessing, you should ask for guidance from the member of staff who delivers that module.

Our overall advice is straightforward; by all means discuss how best to answer questions or complete tasks with your colleagues, but when it comes to actually writing your answers - **DO IT ALONE!**

What happens if you get caught?

Contrary to some student rumors, getting caught and being punished for committing plagiarism is *not* an extremely unusual student offence. The Business School typically uncovers and reports for disciplinary action 25 to 30 students each year for plagiarism.

Examination Boards may punish offending students in any manner that they deem fit. Typical punishments Boards may choose range from reducing grades, making students re-sit modules, through to failing students on a module or an entire award. The University regards this form of cheating as a serious offence. Full details of the range of likely punishments can be found on the University's web-site under the heading '*Procedures for dealing with suspected cases of academic dishonesty*'.

Please consider yourself warned!