

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

**Semester One
2025**

MART574 Advertising and Branding

Nau Mai Haere Mai

**Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |
Bula | Fakalofa lahi atu | Ulu tonu mai**

Course Description and Aims | *Whāinga o te Akoranga*

One of the most valuable assets of an organisation is its brand-which is strange given that a brand is not actually tangible. Brands live in the minds of consumers and at their heart is a promise. This promise is communicated through advertising which tries to engage, interest, and persuade consumers to believe the promise. This paper will look critically and creatively at how brands and advertising work and the role they play in business and society. It will consider issues in relation to social responsibility, authenticity, and sustainability in a range of consumption and communication environments.

Semester One

0.1667 EFTS

20 points

Teaching Staff | *Kaiako*

Lecturer and Paper Coordinator

Name: Professor Robert Aitken
Office: OBS 4.06
Email: rob.aitken@otago.ac.nz
Office Hours: Tuesday 11.00am – 12.00pm

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

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

Email: mathew.parackal@otago.ac.nz

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.

Course Information | *Mōhiohio akoranga*

Lecture Day/Time: Tuesday 1:00-3:00pm

Room: Please refer to your timetable in eVision

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

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the course 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 | *Te Nui o te Mahi*

MART574 is a 20-point course. 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 | *Pukapuka Kaupapa*

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 | Maramataka

Week	Lecture Date	Topic	Reading
1	25 Feb	<p>Introduction to the paper Advertising and Branding</p> <p>Introduction to (Formative) Assignment 1 Individual Essay 0% My Brand Story Due 3pm, 4 March</p>	<p>Douglas Holt (2004) How Brands Become Icons: The Principles of Cultural Branding</p>
2	4 March	<p>Assignment 1 My Brand Story Due</p> <p>Brand Communities, Narrative, Experience and Engagement</p> <p>Assignment 1 Executive Summary Verbal Report 3 mins</p> <p>Introduction to Assignment 2 Brand Project 20% Pair Presentation Due 25 March</p>	<p>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/</p> <p>Muniz, A.M., & O'guinn, T.C. (2001). Brand community, <i>Journal of consumer research</i>, 27 (4), 412-432</p> <p>Bueno, BJ 2018 'How to build brand communities' The Cult Branding Company, 15 June 2018 https://cultbranding.com/ceo/how-to-build-brand-communities/</p> <p>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</p>
3	11 March	<p>Corporate Social Responsibility (CSR), the social role of brands and the cultural context</p>	<p>Patagonia Case Study</p> <p>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</p> <p>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> <p>Mannix, Liam, 2018 'It's hype and we're millennials' : Why Melbournians queued</p>

			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
4	18 March	Brand Strategy	<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 <i>Harvard Business Review</i>.</p> <p>Farquhar, P. (2003). Discover the blind spots in your Brand Vision. <i>Marketing Management</i>, 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	25 March	Assignment 2 Presentations	
6	1 April	<p>Brand Equity - how to value your brand</p> <p>Introduction to Assignment 3 Project 'Green' 30% Individual Due 6 May</p>	<p>Trent, Lindsey and Jakki Mohr (2017), "Marketers' Valuation Approaches to Brand Equity: Insights for Accountants," <i>The CPA Journal</i>, (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>

			Aaker, David A 1991 <i>Managing Brand Equity: Capitalising on the value of a brand name</i> , Maxwell, McMillan Intl, New York
7	8 April	Branding in Higher Education Place Branding	Pasternak, Ken 2017 'Five strategies for building a great university brand', <i>Inside Higher Ed</i> , 29 March 2017 https://www.insidehighered.com/blogs/call-action-marketing-and-communications-higher-education/five-strategies-building-great https://www.theguardian.com/news/2017/nov/07/education/five-strategies-building-great 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. 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.
8	15 April	Creativity Advertising Strategy	
Mid Semester Break 21st April – 25th April			
9	29 April	Advertising Effectiveness	TBA
10	6 May	Assignment 3 Presentations Introduction of Assignment 4 <i>On the Shoulders of Giants</i> Individual Essay 40%	
11	13 May	The Creative Brief and Concept Development	TBA
12	20 May	Advertising and Sustainability: Global Challenges and Local Directions	TBA
13	27 May	Assignment 4 <i>On the Shoulders of Giants</i> Individual Essay (2 hours)	

* First week of Semester 1 is ACADEMIC WEEK 9
Lectures end Friday 30 May
University Exam Period First Semester Begins Wednesday 4th June until
Wednesday 18th June.

Assessment | *Aromatawai*

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	Final Grade %	Assessment Criteria
<p>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 Please note that this a formative assignment the feedback from which will help you to understand the standards of achievement that are required in this paper.</p>	3:00pm, 4th March	0	Critical engagement with the topic; Genuine attempt to reflect on the Brand's importance, and, Intelligent understanding of positioning.
<p>Assignment 2 (Pair) Brand Project 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 include a discussion of how the brand of your choice has/is responding to these changes in relation to its strategic positioning, and, 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</p>	25th March	30	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.
<p>Assignment 3 (Individual) Project 'Green' Your task is to provide a definition, an interpretation, and an advertising application of the concept of 'green'. Based on your exploration, understanding, perception, social constructions, and</p>	6th May	40	Demonstration of an individual and creative approach to the task; Application of appropriate concepts from lectures, seminars, presentations, discussions and readings;

<p>experience, what could 'green' mean and how could it be represented? You should consider your 'lived experience' and taken for granted assumptions and how a creative perspective can challenge/ question these assumptions. Your preparation should consider: <i>What does it mean to think creatively? What is a creative output? What are the challenges of this assignment?</i> You must also provide the written Commentary to your Presentation</p>			<p>Evidence of creative idea formulation.</p>
<p>Assignment 4 (Individual) Essay: <i>On the Shoulders of Giants</i> Discuss, explain and justify what you consider to be the THREE most influential academic papers in your chosen area of study e.g., Brands/Advertising and: Strategy; Equity; CSR; Perception; Creativity; Effectiveness; Engagement; Place; Arts; Culture; Sponsorship; Children; Sport; Stereotyping; Not-for-Profit; Higher Education; Personality; Celebrity or another area of your choice. 1500 words</p>	<p>27 May</p>	<p>30</p>	<p>Application of appropriate concepts from the paper; Evidence of engagement with appropriate readings, and, Critical assessment of key concepts.</p>

Course 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 course the referencing style is APA. Style guides are available on the University Library website:

<https://www.otago.ac.nz/library/referencing/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 course information tab on Blackboard.

Learning Outcomes | *Hua Akoranga*

Learning Outcome	Assignment 1	Assignment 2	Assignment 3	Assignment 4	Total
1. Understand the nature and role of brands and advertising		X		X	
2. Identify and evaluate branding and advertising strategies		X			
3. Understand the various methods of addressing brand value		X	X		
4. Consider the different ways of thinking about brands and advertising	X		X	X	
5. Understand what is meant by creativity	X		X		
6. Understand the different approaches to advertising effectiveness			X		
7. Consider the role of brands and advertising in relation to sustainability		X		X	
Total	0	30	40	30	100

Academic Integrity | *Pono-ā-wānanga*

Students should ensure that all submitted work is their own. Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the course, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

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

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

Concerns about the Course | *Ngā māharahara mō te akoranga*

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course 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 | *Kupu Whakatonu*

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.