BMA710
STRATEGIC BRAND MARKETING
12.50 Credit points

Semester 1, 2019

Unit Outline

Dr Kim Lehman
## CONTACT DETAILS

### Unit coordinator

<table>
<thead>
<tr>
<th></th>
<th>Kim Lehman</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unit coordinator:</strong></td>
<td></td>
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<tr>
<td><strong>Campus:</strong></td>
<td>Launceston</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:Kim.Lehman@utas.edu.au">Kim.Lehman@utas.edu.au</a></td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>(03) 6324 3001</td>
</tr>
<tr>
<td><strong>Room location and number:</strong></td>
<td>Building A, Room 266</td>
</tr>
<tr>
<td><strong>Consultation hours:</strong></td>
<td>By appointment</td>
</tr>
</tbody>
</table>
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WHAT IS THE UNIT ABOUT?

Unit description

Brands and brand management are increasingly important for organisations in almost every industry. In many sectors, as products become increasingly similar, organisations are turning to branding as a way to differentiate their offerings and create customer preferences for them. In the modern world, branding goes well beyond the consumer goods markets, and is just as relevant to sporting teams, musicians, national parks and religions.

In markets where competition is multifaceted, brands are valuable assets in developing effective marketing strategies and competitive advantage. Brands and brand equity need to be recognized as strategic assets and the basis of competitive advantage and long-term profitability.

The focus of this unit is on developing your knowledge and skills to be able to develop and manage brands. The unit first builds the theoretical foundations that are needed to understand brands and brand management. It then investigates key aspects of brand management, such as the measurement of brand performance and brand equity. You will learn how to plan and apply skills to develop and manage brands. They will also develop a critical understanding of the issues surrounding the planning and evaluating of brand strategies. The final sections of the unit focus on contemporary issues that are particularly important for branding practice.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. explain theories and concepts related to branding.
2. apply specific branding theory and concepts.
3. develop, implement, and evaluate brand strategies.
4. communicate orally and in written contexts.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

N/A

Prior knowledge &/or skills

It is strongly recommended that you complete BMA506 Foundations of Marketing and BMA604 Consumer Decision-Making before undertaking this unit, to ensure you have the necessary level of knowledge to successfully complete assessments.
### HOW WILL I BE ASSESSED?

#### Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple Choice Quiz</td>
<td>Dates assigned in schedule at end of unit outline</td>
<td>10</td>
<td>LO1</td>
</tr>
<tr>
<td>Discussion forum posts and peer review</td>
<td>Dates assigned in schedule at end of unit outline</td>
<td>30</td>
<td>LO1, LO2, LO3, LO4</td>
</tr>
<tr>
<td>Group Presentations</td>
<td>Saturday 30 March – during Workshop 1; Saturday 4 May – during Workshop 2; Saturday 1 June - during Workshop 3</td>
<td>20% for each presentation: 60</td>
<td>LO1, LO2, LO3, LO4</td>
</tr>
</tbody>
</table>

#### Assessment details

**Assessment Task 1: Multiple Choice Quiz**

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion Number</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Identify the unique characteristics of brand marketing.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Explain the importance of branding for a range of products and services.</td>
<td>LO1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Task Length</th>
<th>Due by date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each quiz will have a 20 minute time limit and be comprised of (10) ten questions.</td>
<td>Dates assigned to each Topic – see Study Schedule</td>
</tr>
</tbody>
</table>
### Assessment Task 2: Discussion forum posts and peer review

**Task Description:** You are required to post your strategies and actions to the set scenarios/cases/questions for each of the eight (8) Topics on the MyLO discussion board (250 words).

Once you have posted your strategies and actions you will be able to see the posts of other students in that discussion group. You must comment on two of these analyses stating something positive, an additional point that they missed, and a reading that they could refer to and why. Each peer review should be approximately 150 words.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Identify the unique characteristics of brand marketing.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Evaluate the role of theory and concepts in branding practice.</td>
<td>LO2</td>
</tr>
<tr>
<td>3</td>
<td>Apply branding theories.</td>
<td>LO2</td>
</tr>
<tr>
<td>4</td>
<td>Devise and implement brand marketing strategy and tactics to develop a brand.</td>
<td>LO3</td>
</tr>
<tr>
<td>5</td>
<td>Explain how to measure and evaluate brand performance results in terms of achieving the established objectives.</td>
<td>LO3</td>
</tr>
<tr>
<td>6</td>
<td>Communicate branding strategies, considering the cultural and social differences of customers in different geographical markets.</td>
<td>LO4</td>
</tr>
</tbody>
</table>

**Task Length**

Each post has a 250 word limit. Each peer review post has a limit of 150 words (300 combined).

Six (6) of the posts will be randomly marked over the semester—three (3) discussion posts and three (3) peer review posts.

**Over-length posts will be penalised 1 mark.**

**Due by date**

Dates assigned to each Topic – see Study Schedule
**Assessment Task 3: Group Presentations**

**Task Description**
There will be three (3) group presentations, one at each of the Workshops (see Study Schedule).

The topic for each presentation will be based on the learning materials from the Module just completed.

The topics and further information will be provided in MyLO: *Assessment Item 3/ Assessment Item 3 Information* and *Assessment Item 3 Topics & Instructions*

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain the importance of branding for a range of products and services.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Evaluate the role of theory and concepts in branding practice.</td>
<td>LO2</td>
</tr>
<tr>
<td>3</td>
<td>Apply branding theories.</td>
<td>LO2</td>
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<tr>
<td>4</td>
<td>Devise and implement brand marketing strategy and tactics to develop a brand.</td>
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<td>5</td>
<td>Explain how to measure and evaluate brand performance results in terms of achieving the established objectives.</td>
<td>LO3</td>
</tr>
<tr>
<td>6</td>
<td>Communicate branding strategies, considering the cultural and social differences of customers in different geographical markets.</td>
<td>LO4</td>
</tr>
<tr>
<td>7</td>
<td>Determine and justify which branding strategies are more appropriate for different target segments and communicate them in oral and written formats.</td>
<td>LO4</td>
</tr>
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</table>

**Task Length**
Each group will undertake a presentation at each of the Workshops: minimum length of 10 minutes and a maximum length of 15 minutes, with 5 minutes for questions – total length of 20 minutes.

*The time limit will be strictly enforced, and under- and over-length presentations will be penalised 10% of the available marks.*

Each group is required to submit a two (2) page written overview of each of their presentations. Groups are also required to upload their slide presentation. The Due Date for the submission is noted on MyLO.

Each group will also be required to ask questions of one of the other presenting groups at the Workshop—peer review. A roster of group numbers will be provided on MyLO.

**Due by date**
Saturday 30 March — during Workshop 1;
Saturday 4 May — during Workshop 2;
Saturday 1 June — during Workshop 3
How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.
Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Academic referencing

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.
Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

**Academic misconduct**

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the
University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website.

If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

A textbook is not required for this unit.

Recommended readings


Reading Lists

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.

Other Required Resources

In addition to the texts recommended above, students are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, students are encouraged to review regularly the relevant papers that are published in:

- Australasian Marketing Journal
- Australian Financial Review
- Business Review Weekly
- European Journal of Marketing
- Journal of Brand Management
- Journal of Business Research
- Journal of Business to Business Marketing
- Journal of Marketing
- Journal of Marketing Management
- Journal of Product & Brand Management
- Journal of Services Marketing
- The Australian
- The Wall Street Journal
Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Details of teaching arrangements

Teaching Mode

BMA710 Strategic Brand Marketing will be delivered over the thirteen (13) week Semester using learning material provided through the unit’s MyLO site, and at a series of three (3) Workshops conducted on a Saturday.

The learning material is divided into four modules: one introduction module; and three teaching modules covering eight (8) topic areas in total. Each topic will include a short video introduction, which will provide a guide on how to approach the readings, etc., as well as what the important issues/theories are. Each topic will have a multiple choice quiz based on content to assess student understanding (see Assessment Item 1). There will also be a selection of readings for each topic—from both the academic and practitioner presses—as well as targeted videos where appropriate. In addition, there will be discussion boards on set topics, where students must post an answer to a question or case and comment on two other students posts (see Assessment Item 2).

The Workshops will run from 10.00am to 4.00pm (with an hour for lunch). Each Workshop will begin with the presentations set for Assessment Item 3 (see below). These will be followed by class and group discussions on the topic of the presentations. Feedback will also be provided during this time.
Specific attendance/performance requirements

In order to pass this unit all students must attend the three (3) Workshops. Students enrolled as Distance may be able to attend via live streaming but are strongly encouraged to attend on campus if possible.

In this unit, your active engagement will be monitored in the following way:

1. Completion of the Introduction Quiz and the Topic 1 Quiz
2. Completion of Discussion Forums and Peer Review 1 and Discussion Forums and Peer Review 2

Teaching and learning strategies

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Work Health and Safety (WHS)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's Work Health and Safety website and policy.
Communication

TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

A NOTE ABOUT EMAIL CORRESPONDENCE

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.
**Concerns and complaints**

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

**Further information and assistance**

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>WORKSHOPS/DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 February</td>
<td>Introduction to the Unit</td>
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<td></td>
<td></td>
<td><strong>Module 1 – Theoretical Foundations</strong></td>
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<tr>
<td>2</td>
<td>4 March</td>
<td>Topic 1: Brands and brand management</td>
<td>Introduction Quiz - ungraded – Closes Tuesday 5 March, 9.00pm</td>
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<td></td>
<td></td>
<td></td>
<td>Discussion Forums and Peer Review 1 – Closes Friday 8 March, 9.00pm</td>
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<tr>
<td>3</td>
<td>11 March</td>
<td>Topic 2: Brand identity and image</td>
<td>Topic 1 Quiz – Closes Tuesday 12 March, 9.00pm</td>
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<td></td>
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<td></td>
<td>Discussion Forums and Peer Review 2 – Closes Friday 15 March, 9.00pm</td>
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<tr>
<td>4</td>
<td>18 March</td>
<td>Topic 3: Awareness, preference and loyalty</td>
<td>Topic 2 Quiz – Closes Tuesday 19 March, 9.00pm</td>
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<td></td>
<td>Discussion Forums and Peer Review 3 – Closes Friday 22 March, 9.00pm</td>
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<tr>
<td>5</td>
<td>25 March</td>
<td>Assessment planning week 1</td>
<td>Topic 3 Quiz – Closes Tuesday 26 March, 9.00pm</td>
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<td>Saturday 30 March – Workshop 1 and Presentation 1</td>
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<td><strong>Module 2 – Key Aspects</strong></td>
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<td>6</td>
<td>1 April</td>
<td>Topic 4: Planning brand strategies</td>
<td>Discussion Forums and Peer Review 4 – Closes Friday 5 April, 9.00pm</td>
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<tr>
<td>7</td>
<td>8 April</td>
<td>Topic 5: Brand positioning strategy</td>
<td>Topic 4 Quiz – Closes Tuesday 9 April, 9.00pm</td>
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<td></td>
<td>Discussion Forums and Peer Review 5 – Closes Friday 12 April, 9.00pm</td>
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<tr>
<td>8a</td>
<td>15 April</td>
<td>Topic 6: Evaluating performance and measuring equity</td>
<td>Topic 5 Quiz – Closes Tuesday 16 April, 9.00pm</td>
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<td><strong>Mid-semester Break 18 April to 24 April (inclusive)</strong></td>
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<tr>
<td>8b</td>
<td>22 April</td>
<td>Topic 6 (cont.)</td>
<td>Discussion Forums and Peer Review 6 – Closes Friday 26 April, 9.00pm</td>
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<tr>
<td></td>
<td></td>
<td><strong>Assessment planning week 2</strong></td>
<td></td>
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<tr>
<td>9</td>
<td>29 April</td>
<td></td>
<td>Topic 6 Quiz – Closes Tuesday 30 April, 9.00pm</td>
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<td></td>
<td></td>
<td>Saturday 4 May – Workshop 2 and Presentation 2</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Topic and Discussion/Presentation Details</td>
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<tr>
<td>10</td>
<td>6 May</td>
<td>Topic 7: Branding on social media</td>
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<td>Discussion Forums and Peer Review 7 – Closes Friday 10 May, 9.00pm</td>
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<td>11</td>
<td>13 May</td>
<td>Topic 7: Branding on social media (cont.)</td>
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<td></td>
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<td>Topic 7 Quiz – Closes Tuesday 14 May, 9.00pm</td>
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<tr>
<td>12</td>
<td>20 May</td>
<td>Topic 8: Art, culture, entertainment and sport</td>
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<td>Discussion Forums and Peer Review 8 – Closes Friday 24 May, 9.00pm</td>
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<td>13</td>
<td>27 May</td>
<td>Topic 8: Art, culture, entertainment and sport (cont.)</td>
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<td>Topic 8 Quiz – Closes Tuesday 28 May, 9.00pm</td>
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<td>Saturday 1 June – Workshop 3 and Presentation 3</td>
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**Examination Period:** 8 June to 25 June (inclusive)
The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.