MARK6114
BRAND MANAGEMENT

Course Outline
Semester 1, 2016

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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer in charge:  Dr Ian Benton
Consultation times:  Monday 5-6pm before lecture by appointment
Email:  i.benton@unsw.edu.au

2 COURSE DETAILS

2.1 Teaching Times and Locations

Lectures start in Week 1, February 29th, (weekly to Week 12)
Time:  Monday 6.00 – 9.00 pm
Venue:  UNSW Business School Building, Room 115

2.2 Units of Credit

The course is worth 6 units of credit.
There is no parallel teaching in this course.

2.3 Summary of Course

The concept of brand management goes back to the 1930’s when Proctor and Gamble introduced a brand management team. The team’s responsibility was to create and manage the brand’s marketing program and then coordinate it with the sales and manufacturing teams. The responsibilities of a brand management team have evolved and today it’s more strategic. It is about building brand equity through managing the relationship with the consumer and creating a sustainable advantage over competitors. Through focusing on the key components of the brand identity, we examine how brand managers can “endow products with the power of brand equity” (Keller, 2008).

2.4 Course Aims and Relationship to Other Courses

The aim of this course is to focus on key brand and product management topics that will help current and future marketing managers in their strategic decision making ability. The topics have been selected based on the role responsibilities of marketing managers, the latest industry trends and academic research.

There are no prerequisites for this course but it aims to build on the learnings a student will gain from other related subjects.
Student Learning Outcomes

By the end of this course, you should be able to:

1. Explain the key components of a brand’s identity and how these components work together in creating brand equity.

2. Describe the advantages of an aligned brand and marketing mix strategy and how it delivers value to the organisation.

3. Apply various methodologies, processes and tools a marketing manager may use in order to critically evaluate a brand and its products.

4. Understand and anticipate factors that influence the success or failure of a proposed strategic direction.

5. Analyse a range of emerging issues and challenges facing brand management and product development.

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all postgraduate coursework students in the Faculty. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. ‘be an effective team player’). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. ‘participate collaboratively and responsibly in teams’).

For more information on the Postgraduate Coursework Program Learning Goals and Outcomes, see Part B of the course outline.
The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all postgraduate coursework students:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
<tr>
<td>1 Knowledge</td>
<td>Explain the key components of a brand’s identity and how these components work together in creating brand equity. Describe the advantages of an aligned brand and product development strategy and how it delivers value to the organisation.</td>
<td>Group assignment, individual report and final exam</td>
</tr>
<tr>
<td>2 Critical thinking and problem solving</td>
<td>Understand and anticipate factors that influence the success or failure of a proposed strategic direction. Apply various methodologies, processes and tools a marketing manager may use in order to critically evaluate a brand and its products.</td>
<td>Group assignment and individual report</td>
</tr>
<tr>
<td>3a Written communication</td>
<td>Construct written work which is logically and professionally presented.</td>
<td>Group assignment and individual report</td>
</tr>
<tr>
<td>3b Oral communication</td>
<td>Communicate ideas in a succinct and clear manner.</td>
<td>Group assignment</td>
</tr>
<tr>
<td>4 Teamwork</td>
<td>Not specifically addressed in this course.</td>
<td>Not specifically assessed.</td>
</tr>
<tr>
<td>5a. Ethical, environmental and sustainability responsibility</td>
<td>Analyse a range of emerging issues and challenges facing brand management and product development.</td>
<td>Not specifically assessed.</td>
</tr>
<tr>
<td>5b. Social and cultural awareness</td>
<td>Not specifically addressed in this course.</td>
<td>Not specifically assessed.</td>
</tr>
</tbody>
</table>
3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course
In practice, decisions are based on a deep understanding of the brand, the consumer and the competitors. Critical to any decision is:

- Teamwork and alignment (across key stakeholders internal and external).
- The gathering, analysis and the presentation of information.
- The formulation of strategy to provide a direction for product development and all other marketing activities.
- The measurement and scrutiny of the brand and product health.

This course has been constructed with these critical factors in mind. You will be introduced to a range of tools and concepts used by brand leaders and are given the opportunity to apply these through the assessment tasks. The course components are designed to help you build a greater understanding of the current theory and practice of brand and product management.

3.2 Learning Activities and Teaching Strategies
This course will be conducted on a discussion and lecture basis. It will draw upon the experience we have as consumers and as marketers. In addition to the textbook readings, the review of the research papers and relevant case studies will form much of the basis of our discussion.

Therefore the classroom time will consist of an open discussion in which you will be encouraged to participate through contributing:

- Theoretical insights you have read.
- Practical examples you have come across.
- Your own experiences in the work place.
4 ASSESSMENT

4.1 Formal Requirements
In order to pass this course, you must:
- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Individual assignment</td>
<td>20%</td>
<td>1500 words</td>
<td>Midnight 3 April</td>
</tr>
<tr>
<td>2. Group assignment</td>
<td>30%</td>
<td>4000 words</td>
<td>Midnight 15 May</td>
</tr>
<tr>
<td>3. Final Exam</td>
<td>40%</td>
<td>N/A</td>
<td>Exam period</td>
</tr>
<tr>
<td>4. Class participation/engagement</td>
<td>10%</td>
<td>N/A</td>
<td>Ongoing</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1) Individual Assignment, Brand Community Proposition (20%)

Due Date & Submission Procedure
- midnight, Sunday 3 April, 2016 via Turnitin on Moodle.

Format, structure, style, presentation guidelines
- Your proposal will be 1500 words (+/- 10%) excluding appendices and reference list, business report-like format, and make clear your understanding of brand principles and how they apply to your brand community proposition.

Description of the task
- Drawing from your learning on brand management from Study Units 1 – 4 of this course to include examples like fashion-doll Barbie, Lego, and Harley Davidson plus additional research that you might do, you are to propose and design a Brand Community to enhance brand equity for your selection of ONE of these product/service options:
  - an upmarket hair shampoo range; or
  - an alumni association to be formed specific to your university degree; or
  - an ocean holiday cruise product/company such as Sea Princess cruises.

Purpose of the Individual Assignment
The purpose of the Individual Assignment is to help you to:
- identify and analyse brand management issues applicable to establishing and maintaining brand community to enhance brand equity in the chosen specific marketing environment;
devise practical and justified recommendations/solutions to these issues;
and supplement principles learned in this course with resources such as marketing research, research studies, expert advice, etc. in an informed and skilful way as part of the process of developing ideas, plans and solutions.

A Marking Rubric to indicate marking criteria will be posted to Moodle.

2) Group Assignment, Brand Audit with Forward Plan (30%)
You will be required to work in a group consisting of 3-5 members and you are free to choose the composition of your group (to be formed in or before the conclusion of Week 4).

Each group will be allocated a brand by the lecturer for this project before the commencement of week 5.

Due Date & Submission Procedure
- midnight, Sunday 15 May, 2016 via Turnitin on Moodle.

Format, structure, style, presentation guidelines
- The report will be 4000 words (+/- 10%) excluding appendices and reference list and will contain both the brand audit and the proposed plan for your line/brand extension. Please retain an electronic file copy of the report for your records.

Description of the task
An example will be posted on Moodle as guidance indicating content and format of this assignment.

There are two components to the assignment: Brand Audit and Brand Plan (see below for a description of each).

Part A: Brand Audit
A brand audit enables the organisation to know what factors are contributing to a brand’s performance. An audit gathers and evaluates information about the brand and competing brands. It can be used to answer questions such as: What is my brand? What is the core proposition of my brand? What do my customers/clients/employees think about my brand? Who are the competing brands and what are they doing? What opportunities are emerging and what can threaten the brand?

To do this, each group must first agree an appropriate level of analysis (corporate, umbrella, or product brand) and an appropriate geographical coverage (global, regional, or local). Then, you must gather information on characteristics such as: brand essence, brand positioning, differentiating attributes, presentation of the brand, and monitoring and evaluation processes.

A variety of sources should be used to assemble this profile. You should consult business publications, trade magazines, journal articles, books, and company sources such as annual reports and websites. Market research evidence would be good to see (if you get hold of any). But, please do not pester brand managers of the selected
brands – they have a job to do and that isn’t to answer dozens of queries from marketing students!

The focus should be firmly and squarely on brand-related issues – we do not want to be presented with a wide-ranging marketing audit of all the organisation’s activities.

- **Part B: Brand Plan – Stretching the Brand**

This part is forward-looking. Your task is to assess the sources of brand strength for your selected brand and suggest ways to leverage that strength in terms of a specific line/brand extension (of your own choosing). Ongoing and new initiatives should be considered at a strategic level (brand positioning and extension, product and geographical portfolios, etc.) and at a tactical level (names, logos, designs, packaging, communications, etc.). Marketing communications will come into this planning process. Creative and executional detail with respect to names, logos, designs, etc. for your line/brand extension is expected.

**Purpose of the Group Assignment**

The purpose of the major assignment is to help you to:

- Critically evaluate a brand, in terms of its strengths, weaknesses, value and implied strategic direction;
- Propose strategic recommendations for leveraging a brand, using established theory and your assessment of available data;
- Anticipate factors influencing the success or failure of the proposed strategy
- Apply theoretical concepts in a specific business context, in order to integrate theory and practice in the process of strategic brand management;
- Work effectively in a group environment. Students are to actively manage the conduct of meetings and record each member’s contribution and the decisions/actions agreed to at each meeting through the use of brief minutes.

**Assessing Individual Contributions for Group Projects**

- If there is a consistent unequal contributor in your group, this will be your chance to submit your concerns in writing. Please note that if this issue arises, it is your responsibility to raise the matter initially (and well before the end of session) within your group, then with your lecturer. If there is sufficient evidence of a lack of contribution/performance within the team, individual project marks may be altered to reflect contributions more fairly.
- To assist in assessing the contribution of each student, brief minutes should be made of each group meeting noting who was assigned what task and if completed. Further, individual group members should keep a journal detailing all the activities undertaken in relation to their project. It is important that each member of the group records their activities and contribution to the project on a regular basis. If there are any complaints about the performance of a group member, the lecturer in charge can request that an individual submit their journal. Assessment of group members on participation may also be utilised.

**Marking Criteria for Group Project**

- A Marking Rubric to indicate marking criteria will be posted to Moodle.
- Broadly speaking, criteria for the brand audit include: focus/scope of audit, evaluation of the brand, use of theory/frameworks, factual content, research support, and appreciation of business context. Criteria for the brand plan include:
use of insights from the audit, specific proposals for your brand extension, imaginative solutions, and the plausibility of proposals.

- The grading scheme gives more weight to the plan (Part B).

3) Final Examination (40%)

**Description of the task**

- This will be a 2-hour (+ 10 minutes reading time) closed-book examination, conducted during the official exam period.

**Format, structure, style**

- Questions will be long-answer style.
- Four questions are chosen from six options. 30 minutes should be allocated to answering each question. Be sure to answer each component of the question where that is requested. Be sure to provide examples where that is requested.

**Assessment Criteria**

- Assessment criteria include the extent to which you: demonstrate comprehension and understanding of the course material, demonstrate an ability to synthesize and integrate course material, demonstrate skill in making links between ideas, theories, frameworks, and practical problems in the field of brand management by drawing on material from within and beyond the course.

4) Participation - All weeks (10%)

The seminar-style structure of the course relies heavily on class participation. The mark for participation will depend on various factors including:

1. Giving of feedback to class presentations.
2. Teamwork within group assignment.
3. Attendance.

4.3 Assignment Submission Procedure

Assignments will generally be marked and grades returned via student email address within two weeks of submission date.

**Master of Marketing Grade and Mark ranges**

The progressive assessment during the session (either by assignments, participation and/or a mid-session examination), grades will be provided to students in a form of a letter grade (not as a mark) as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Mark</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>75 - 100</td>
<td>A superior to outstanding performance</td>
</tr>
<tr>
<td>B</td>
<td>60 - 74</td>
<td>A good performance</td>
</tr>
<tr>
<td>C</td>
<td>50 - 59</td>
<td>An acceptable level of performance</td>
</tr>
<tr>
<td>Fail</td>
<td>0–49</td>
<td>Performance below minimum level of competence</td>
</tr>
</tbody>
</table>
Course results as a final mark are released to students and are made available ONLY via MyUNSW (not by the lecturer) following a Faculty sub-committee meeting to approve distribution of marks.

4.4 Late Submission
Information about late submission of assignments, including penalties, is available on the School of Marketing’s website


Quality Assurance
The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

5 COURSE RESOURCES

The website for this course is on UNSW Moodle at:
http://lms-Moodle.telt.unsw.edu.au/webapps/portal/frameset.jsp

The textbook for this course is:

Additional books.

6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW’s Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through the end of semester CATEI evaluations.

Feedback from previous students indicated that they would like more time allocated to researching brand associations. As a result of this, the course will explore qualitative techniques used to understand brand associations.
## 7 COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week #, Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1, 29th of February</td>
<td>Perspectives &amp; paradigms in brand management  &lt;br&gt; - The extraordinary value held in brand &lt;br&gt; - Case examples/discussion</td>
<td>• Perspectives on Brand Management – Ch1  &lt;br&gt; • Lecture notes</td>
</tr>
<tr>
<td>Week 3, 14th of March</td>
<td>Relationships among organisations, products, people &amp; brands …brand manifold; and  &lt;br&gt; Building brand community</td>
<td>• Perspectives on Brand Management – Ch3  &lt;br&gt; • Lecture notes</td>
</tr>
<tr>
<td>Week 4, 21st of March</td>
<td>• Brand architecture; and  &lt;br&gt; • Understanding brand associations</td>
<td>Lecture notes  &lt;br&gt; Keller, K.L. (2003), &quot;Brand synthesis: The multidimensionality of brand knowledge,&quot; Journal of Consumer Research, Vol.29 No.4, pp.595-600.</td>
</tr>
<tr>
<td></td>
<td>Semester Study Break</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assignment1 due 3 April</td>
<td></td>
</tr>
<tr>
<td>Week 5, 4th of April</td>
<td>• The different components of CBBE (Pt.1)  &lt;br&gt; - Brand Salience &amp; Attribute-based associations</td>
<td>• Perspectives on Brand Management – Ch7</td>
</tr>
<tr>
<td>Week 6, 11th of April</td>
<td>• The different components of CBBE (Pt.2)  &lt;br&gt; - Brand Attitude and Attachment  &lt;br&gt; - Brand authenticity</td>
<td>• Perspectives on Brand Management – Chs 14 &amp; 16</td>
</tr>
<tr>
<td>Week 7, 18th of April</td>
<td>• Brand positioning  &lt;br&gt; - Create a brand vision  &lt;br&gt; - Category framing</td>
<td>• Perspectives on Brand Management – Ch4</td>
</tr>
<tr>
<td>Week 8, 25th of April</td>
<td>• Co-branding for better results  &lt;br&gt; This day = Anzac public holiday.  &lt;br&gt; Catchup lecture to be advised.</td>
<td>• Perspectives on Brand Management - Ch8</td>
</tr>
<tr>
<td>Week 9, 2nd of May</td>
<td>• Brand evolution &amp; demise</td>
<td>• Perspectives on Brand Management – Chapter 12</td>
</tr>
</tbody>
</table>
| Week 10, 9th of May | • Employer brands  
|                     | • B2B brand management  
|                     | **Assignment2 due 15 May** | • Perspectives on Brand Management – Chs 9 &10 |
| Week 11, 16th of May | • Applications and implications from having an understanding of brand performance measures | • Perspectives on Brand Management – Chapters 5 and 6  
| Week 12, 23rd of May | • Contemporary issues  
|                     | • Revision discussion       |
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

8 PROGRAM LEARNING GOALS AND OUTCOMES

The Business School’s Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.
Postgraduate Coursework Program Learning Goals and Outcomes

1. Knowledge: Our graduates will have current disciplinary or interdisciplinary knowledge applicable in local and global contexts.
   You should be able to identify and apply current knowledge of disciplinary or interdisciplinary theory and professional practice to business in local and global environments.

2. Critical thinking and problem solving: Our graduates will have critical thinking and problem solving skills applicable to business and management practice or issues.
   You should be able to identify, research and analyse complex issues and problems in business and/or management, and propose appropriate and well-justified solutions.

3. Communication: Our graduates will be effective communicators in professional contexts.
   You should be able to:
   a. Produce written documents that communicate complex disciplinary ideas and information effectively for the intended audience and purpose, and
   b. Produce oral presentations that communicate complex disciplinary ideas and information effectively for the intended audience and purpose.

4. Teamwork: Our graduates will be effective team participants.
   You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of ethical, social, cultural and environmental implications of business issues and practice.
   You should be able to:
   a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   b. Consider social and cultural implications of business and/or management practice.
ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: https://student.unsw.edu.au/plagiarism as well as the guidelines in the online ELISE tutorials for all new UNSW students: http://subjectguides.library.unsw.edu.au/elise

To see if you understand plagiarism, do this short quiz: https://student.unsw.edu.au/plagiarism-quiz

For information on how to acknowledge your sources and reference correctly, see: https://student.unsw.edu.au/harvard-referencing

For the Business School Harvard Referencing Guide, see the Business Referencing and Plagiarism webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students 'Managing your Program' webpages: https://student.unsw.edu.au/program.

10.1 Workload for Master of Marketing Courses

It is expected that you will spend at least nine to ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your Moodle course websites in the first week of semester. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information for students on expected workload: https://my.unsw.edu.au/student/atoz/UnitsOfCredit.html
Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment.

Reference for 80% guideline is at: https://my.unsw.edu.au/student/atoz/AttendanceAbsence.html

10.2 General Conduct and Behaviour

You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: https://student.unsw.edu.au/conduct

10.3 Occupational Health and Safety

UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see http://safety.unsw.edu.au/.

10.4 Keeping Informed

You should take note of all announcements made in lectures, tutorials or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.
11 SPECIAL CONSIDERATION AND SUPPLEMENTARY EXAMINATIONS

You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General Information on Special Consideration:

1. All applications for special consideration must be lodged online through myUNSW within 3 working days of the assessment (Log into myUNSW and go to My Student Profile tab > My Student Services channel > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: https://my.unsw.edu.au/student/atoz/SpecialConsideration.html.

2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.

3. Applications will not be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.

4. Decisions and recommendations are only made by lecturers-in-charge (or by the Faculty Panel in the case of UG final exam special considerations), not by tutors.

5. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.

6. Special consideration requests do not allow lecturers-in-charge to award students additional marks.
The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**  
  [https://www.business.unsw.edu.au/students/resources/learning-support](https://www.business.unsw.edu.au/students/resources/learning-support)  
  The EDU provides academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 5584; Email: edu@unsw.edu.au.

- **Business Student Centre**  
  [https://www.business.unsw.edu.au/students/resources/student-centre](https://www.business.unsw.edu.au/students/resources/student-centre)  
  Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.

- **Moodle eLearning Support**  
  For online help using Moodle, go to: [https://student.unsw.edu.au/moodle-support](https://student.unsw.edu.au/moodle-support). For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.

- **UNSW Learning Centre**  
  [www.lc.unsw.edu.au](http://www.lc.unsw.edu.au)  
  Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library training and search support services**  
  [http://info.library.unsw.edu.au/web/services/services.html](http://info.library.unsw.edu.au/web/services/services.html)

- **IT Service Centre**  
  [https://www.it.unsw.edu.au/students/index.html](https://www.it.unsw.edu.au/students/index.html)  

- **UNSW Counselling and Psychological Services**  
  Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au.

- **Student Equity & Disabilities Unit**  
  [http://www.studentequity.unsw.edu.au](http://www.studentequity.unsw.edu.au)  
  Provides advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: seadu@unsw.edu.au.