

DSEM03 – Brand Management

Master of Commerce
Semester – III
DSE – Elective Paper
Brand Management

Course Type / Course Code	Course Title	Lectures	Tutorials	Practical	Credits	Pre-requisites
DSEM03	Brand Management	3	1	0	4	NIL

Objective: To provide students with comprehensive knowledge of brand creation, development, and management. The course emphasizes brand positioning, equity measurement, architecture, and communication, while integrating sustainable and digital branding practices to address emerging global business challenges.

Learning Outcomes: After completion of this course, students should be able to:

- Understand the fundamental principles of branding and brand management.
- Develop and analyze brand identity, image, personality, and positioning.
- Evaluate brand equity using qualitative and quantitative techniques.
- Design strategies for brand extension, co-branding, and sustainable brand architecture.
- Integrate digital, social media, and sustainability-oriented branding practices into business strategy.

Contents:

Unit I (11 Hours)

Concept and significance of branding; evolution of brands; brand as a strategic asset; brand identity and positioning; brand image, personality, and associations; brand differentiation and competitive advantage; brand resonance and emotional branding; principles of sustainable branding and responsible brand behavior.

Unit II (11 Hours)

Concept and sources of brand equity; Keller's Customer-Based Brand Equity (CBBE) model; Brand Value Chain; methods of measuring brand performance—qualitative and quantitative; brand audits and tracking studies; incorporating sustainability metrics and ESG dimensions in brand equity; digital analytics and social listening for brand measurement.

Unit III

(11 Hours)

Brand hierarchy, portfolio, and architecture decisions; brand and line extensions; co-branding, ingredient branding, and private labels; global and local brand strategies; cross-cultural brand management; challenges in managing sustainable and ethical brand portfolios; green product branding and circular branding initiatives.

Unit IV

(12 Hours)

Integrated marketing communication (IMC) and brand storytelling; experiential and sensory branding; brand communication mix advertising, PR, and influencer marketing; digital branding, social media engagement, and AI-driven brand communication; managing brand communities and online reputation; brand crisis management, authenticity, and sustainable brand narratives.

Tutorial Exercise:

The students shall be asked to conduct brand identity analysis using Kapferer's prism, followed by brand portfolio mapping to assess sub-brand relationships and extension strategies. They will perform digital brand audits using social media sentiment and engagement metrics, develop crisis management responses for reputation challenges, and redesign sustainability-based positioning integrating ESG and circular branding principles for contemporary responsible brand strategies.

Suggested Readings:

- Keller, K. L. (2023). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (6th Edition). Pearson Education.
- Aaker, D. A. (2020). Managing Brand Equity. Free Press / Simon & Schuster.
- Kapferer, J. N. (2012). The New Strategic Brand Management (5th Edition). Kogan Page.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). Marketing Management (16th Edition). Pearson Education.
- Sengupta, S. (2019). Brand Positioning: Strategies for Competitive Advantage. Tata McGraw Hill Education India.
- Keller, K. L., & Swaminathan, V. (2021). Strategic Brand Management: Global Edition. Pearson Education.
- Holt, D. (2016). Branding in the Age of Social Media. Harvard Business Review Press.
- Chadha, R., & Husband, P. (2010). The Cult of the Luxury Brand: Inside Asia's Love Affair with Luxury. Nicholas Brealey Publishing.
- Gupta, S. (2021). Sustainable Branding: Integrating Purpose, Planet, and Profit. Sage Publications India.