

DSE (Stream) - Advertising, Sales Promotion and Sales Management

Brand Management

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Brand Management	4	3	1	0	Pass in Class XII	NIL

Learning Objectives

The course aims to make student aware of brands, their evolution, extensions, brand Management strategies and its practical implications for business. The course shall focus on developing skills to devise strategies for brand positioning and equity in the market.

Learning Outcomes

After completion of the course, learners will be able to:

1. Recognise the conceptual framework of brands.
2. Observe the importance of brand positioning.
3. Design marketing programmes.
4. Describe the importance of brand equity.
5. Discuss recent issues in branding.

Course Contents:

Unit 1: Introduction (9 hours)

Introduction to Brands and Brand Management, Concept of a Brand, evolution of a Brand, Challenges and Opportunities, Brand Identity, Brands and Consumers, IMC: Evolution and Growth.

Unit 2: Brand Positioning (9 hours)

Brand Building, Identifying and Establishing Brand Positioning and values, Brand Repositioning, Life stages of a Brand, Brand Personality, Brand Image.

Unit 3: Designing Marketing Program (11 hours)

Strategic Brand Management Process, Designing and implementing brand strategies, Contemporary Strategies: storytelling, Internet and Social Media, Brand Extensions, Brand reinforcement strategies, Brand Portfolio Management, Integrating Advertising with Brand Management.

Unit 4: Brand Equity and Recent Issues in Branding (16 hours)

(A) Brand Equity (11 hours)

Customer based Brand Equity, Measuring and Interpreting Brand Performance: brand equity Management System, New Media Environment: Brands amplifiers, Growing and Sustaining Brand Equity.

(B) Recent Issues in Branding (5 hours)

Managing Strong Brands, Brand Ladder, Country Branding, Global Brand Strategy, Managing Brands over time, Brand Audits, Managing Brands in Digital Era. Legal and Ethical aspects in Brand Management.

Note: Case Studies may be discussed in every unit, where ever possible to supplement the subject matter.

Exercises

The learners are required to:

1. Discuss the evolution of any popular brand.
2. Analyse the brand positioning strategy of any popular brand.
3. Design marketing programmes for any hypothetical firm.
4. Discuss the brand equity of any popular product/service.
5. Analyse case studies on emerging issues in branding.

Note: These are indicative in nature and scope.

Suggested Readings

- Aaker, D. (2009). Brand Leadership (UK Ed.). United Kingdom: Simon & Schuster.
- Beverland, M. (2018). Brand Management: Co-creating Meaningful Brands. London, United Kingdom: SAGE Publications.
- Chernev, A. (2015). Strategic Brand Management. Illinois, United States: Cerebellum Press.
- Cowley, D. (1991). Understanding Brands. Delhi, India: Kogan Page Ltd.
- John, D. R. (2017). Strategic Brand Management: Lessons for Winning Brands in Globalized Markets. Delhi, India: Oxford University Press.
- Keller, K. L., Swaminathan V., Parameswaran, A. M G., & Jacob, I. C. (2019). Strategic Brand Management: Building, Measuring and Managing Brand Equity. (5th ed.) Harlow, United Kingdom: Pearson Education.
- Miller, D. (2017). Building a Story Brand: Clarify Your Message So Customers Will Listen. India: HarperCollins Publishers.
- Temporal, P. (2011). Advanced Brand Management. Singapore: John Wiley and Sons.
- Parameswaran, M.G. (2006). Building Brand Value. Delhi, India: McGraw Hill Education.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on Department's website.