

DISCIPLINE SPECIFIC ELECTIVE COURSE 17 (DSE-17): BRAND MANAGEMENT

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Brand Management (DSE 17)	4	3	1	0	Class 12	None

Learning Objectives

The course aims at:

- Understanding the strategic importance of brands for businesses and consumers.
- Developing, positioning, and differentiating brands in competitive markets.
- Building strong brand communications, foster brand loyalty, and engage with customers through various channels.
- Learning brand management tools, techniques, and strategies to manage and grow brands in a dynamic market environment.

Learning outcomes

By studying this course, the students will be able to:

- Comprehend the importance of brands in building sustainable competitive advantage amidst global brands.
- Apply branding concepts resulting into major branding decisions.
- Instil the ability to build strong brands in the digital era.
- Manage branding activities in global markets.

SYLLABUS OF DSE-17

Unit 1: Brand Management

(12 hours)

Brand: Concept, Importance, History, Brand Creation across different product categories, Challenges and Opportunities. Strategic Brand Management Process, Brand Equity- Concept, Customer Based Brand Equity, Sources of Brand Equity, Measurement (Qualitative & Quantitative research Techniques). Brand Knowledge, Brand Positioning- Concept, frame of reference, Guidelines. Brand Mantra.

Unit 2: Brand Building and Development

(12 hours)

Brand Identity- Concept and elements, Criteria for choosing Brand Elements. Brand Makeovers, Aaker Brand Personality Framework, Legal Branding Considerations in India. Brand Building & Development -Brand Resonance Model, Brand Value Chain. Brand Architecture Strategy (Concept), Brand Extensions.

Unit 3: Branding in the Digital Era**(9 hours)**

Key Issues for Branding in Digital Era, Brand Engagement, Digital Communications, Social Media Channels, Mobile Marketing, Influencer Marketing, Content Marketing. Big Data & Marketing Analytics Dashboards- Concept, Importance for marketers.

Unit 4: Managing Global Brands**(12 hours)**

Market Performance - Comparative Methods to assess Brand Equity, Holistic Methods for valuing Brand Equity, Brand Valuation.

Managing Global Brands - Global Branding, Strategies for Creating & Managing Global Brands, Marketing Mix for Global Brands, Marketing to Consumers in Developed versus Developing markets.

References:*Essential*

1. Keller, K.L., & Swaminathan, V., et al (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (5th Edition). Pearson.

*Additional***Latest edition of the readings should be used.**

1. Aaker D.A., & Joachimsthaler E. Brand Leadership: The Next Level of the Brand Revolution. The Free Press.
2. Aaker, J. L. Dimensions of brand personality. Journal of marketing research, 34(3), 347-356.
3. Chiaravalle, B., & Schenck, B.F. Branding for Dummies. Wiley India Edition.
4. Kapferer, J.N. The New Strategic Brand Management: Advanced Insights and Strategic Thinking (5th Edition). London: Kogan Page.
5. Keller, K.L. Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal Of Marketing 57, no 1 (1993);1-29.
6. Keller, K.L.; Sternthal, B. and Tybout, A.M. Three Questions You Need to Ask About Your Brand. Harvard Business Review 80, no 9 (2002);80-89.
7. Moorthi, Y. L. Brand Management: The Indian Context. Vikas Publishing House Pvt Limited.
8. Patel, V. N., & Sharma, S. Brand Management & Consumer Marketing. Oxford Book Company.
9. Upshaw, L. B. Building Brand Identity: A Strategy for Success in a Hostile Marketplace. Wiley Publications.
10. Verma H.V. Brand Management : Text and Cases. Excel Books.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.