

## Discipline Specific Elective Course- 8.8(DSE-8.8): 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		
<b>Brand Management: DSE-8.8</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>Pass in Class XII</b>	<b>NIL</b>

### Brand Management BC: DSE- 8.8

**Objective:** 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. Comprehend the conceptual framework of brand management
2. Analyse brand positioning strategies of popular brands and explore their life cycle
3. Design and implement brand strategies
4. Discuss the concept of brand equity
5. Explore recent issues in branding

#### **Course Contents:**

##### **Unit I: 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 II: 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 III: Designing Marketing Program (12 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 IV: Brand Equity and Recent Issues in Branding (15 hours)**

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

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. Analyse the evolution of brands of various companies.
2. Take up popular brands and analyse the life cycle of select brands.
3. Discuss suggestive strategies for brand positioning.
4. Apply brand management strategies to real life products.
5. Use appeals for advertising and branding of products.
6. Understand the rationale behind a brand story.
7. Develop a brand story for a unique product idea.
8. Discuss case studies on 'Brand Equity' for select popular firms.
9. Participate in group discussions to discuss the recent issues in branding.

#### **Suggested Readings:**

- Aaker, D. (2009) Brand Leadership. UK: Simon & Schuster.
- Beverland, M. (2018). Brand Management: Co-creating Meaningful Brands. UK: SAGE Publications.
- Chernev, A. (2015). Strategic Brand Management. Illinois, USA: Cerebellum Press. • Chitale, A. K. & Gupta, Ravi. (2013). Product Policy and Brand Management: Text and Cases, 4th ed. PHI Learning
- Cowley, D. (1991). Understanding Brands. India: Kogan Page Ltd.
- John, D. R (2018). Strategic Brand Management: Lessons for Winning Brands in Globalized Markets. New Delhi: Oxford University Press.
- Keller, K. L., Swaminathan V., Parameswaran, A. M G, and Jacob, I. C. (2021). Strategic Brand Management: Building, Measuring and Managing Brand Equity. India: Pearson Education.
- Miller, D. (2020). Building a StoryBrand: Clarify Your Message So Customers Will Listen, India: HarperCollins Publishers.
- Temporal, P. (2010). Advanced Brand Management. UK: Harriman House.
- Parameswaran, M.G. (2006). Building Brand Value. India: McGraw Hill Education.

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