

B.A. (VS) Small and Medium Enterprises
Semester V
DISCIPLINE SPECIFIC ELECTIVE COURSE -5.1 (DSE-5.1)

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-5.1)	4	3	1	0	12 th Pass	Nil

Learning 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. 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.

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

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.

Unit 5: 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.

Practical 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. A., & Joachimsthaler, E. (2009). *Brand Leadership*. Simon & Schuster.
- Beverland, M. (2021). *Brand Management: Co-creating Meaningful Brands* (2nd ed.). SAGE Publications.
- Chernev, A. (2020). *Strategic Brand Management* (3rd ed.). Cerebellum Press.
- Cowley, D. (1991). *Understanding Brands*. Kogan Page.
- John, D. R., & Torelli, C. J. (2017). *Strategic Brand Management: Lessons for Winning Brands in Globalised Markets* (1st ed.). Oxford University Press.
- Keller, K. L., Swaminathan, V., Parameswaran, A. M. G., & Jacob, I. C. (2020). *Strategic Brand Management: Building, Measuring and Managing Brand Equity* (5th ed.). Pearson Education.
- Miller, D. (2017). *Building a Story Brand: Clarify Your Message so Customers Will Listen*. Harper Collins Leadership.
- Parameswaran, M. G. (2006). *Building Brand Value*. McGraw Hill Education.
- Temporal, P. (2019). *Advanced Brand Management* (3rd ed.). Harriman House.

Notes:

1. **Suggested readings shall be updated and uploaded on the college website from time to time.**
2. **Examination scheme and mode as prescribed by the Examination Branch, University of Delhi, from time to time.**