

Course Title: Brand Management
Course Code: 15MB62M6

SEM IV/YEAR II

L-T-P: 3-0-0

Credits :3

COURSE OUT COMES

After completion of this course, the student will be able to

1. Describe and identify all the components of Brand Management.
2. Design, implement and evaluate Branding Strategies.
3. Describe and analyze Brand Portfolio and how it can be built and developed.
4. Evaluate sources of “Brand equity” as well as outcomes of “Brand equity”.

SYLLABUS

Understanding Brands; Brand Hierarchy, Value addition from branding; Brand – customer relationship. Brand personality, Brand image; Brand Identity, Brand positioning, Brand loyalty and Consumer loyalty, Brand Architecture, Brand leadership. Managing Brands; Brand creation; Brand extensions; Brand – product matrix; Brand portfolio & Multi Brand portfolio, Brand Revitalization, Techno branding. Measuring Brand equity, Brand Assessment through research on Brand identity, position, image, Branding in different sectors- Branding in customer, industrial, retail and service sectors.

RECOMMENDED BOOK

Kevin Lane Keller, *Strategic brand Management*, 4th ed., Pearson education 2012, New Delhi

REFERENCE BOOKS

1. Kapferer, Jean .Noel. *Strategic Brand Management*. 4TH Edition, Kogan page, 2008.
2. Harsh V, Verma, *Brand Management*, 2nd Edition, Excel Books, New Delhi.
3. Aaker, David, A. *Managing Brand Equity*. New York. Free Press, 1991.
4. YL R Murthy, *Brand Management*, 2003, Vikas Publications, New Delhi