

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	II			Version	1.0			
Semester	4			Effective From	June 2024			
Course Code	MGMB13401	Course Name		Brand Management (BM)				
Teaching Scheme				Examination Scheme				
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	<i>Examine</i> the implications of the core concepts in branding and strategic brand management.
CO2	<i>Formulate</i> strategies for building brand equity.
CO3	<i>Measuring</i> and interpreting brand performance.
CO4	<i>Evaluate</i> brand strategies for growing and sustaining brand equity.

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	2	1	1
CO2	3	3	1	2	1	1
CO3	2	3	1	1	1	1
CO4	2	3	1	1	1	1



Sr. No.	Module	Description	CO	Marks	Hours
1	I	Branding & Brand Management:	1	10	8
		• What is Brand, Branding & Brand Management?			
		• Why Do Brands Matter?			
		• Can Anything Be Branded?			
		• Branding Challenges and Opportunities			
		• Strategic Brand Management Process (Overview)			
		Brand Equity Models and Brand Positioning:			
		• Brand Equity models (Brand Asset Valuator (BAV), Brandz, CBBE)			
		• Sources of Brand Equity & Building Strong Brand			
• Identifying and Establishing Brand Positioning, Positioning Guidelines, Defining a Brand Mantra					
2	II	Choosing Brand Elements to Build Brand Equity:	2	15	12
		• Criteria for Choosing Brand Elements			
		• Options and Tactics for Brand Elements			
		Designing Marketing Programs to Build Brand Equity:			
		• Product, Price, Place, Promotion strategies			
		Leveraging Secondary Brand Associations to Build Brand Equity:			
		• Conceptualizing the Leveraging Process			
• Sources of secondary Brand Associations					
3	III	Measuring and Interpreting Brand Performance:	3, 4	15	12
		• Brand Audits			
		• Designing Brand Tracking Studies			
		• Brand Valuation (Interbrand Model)			
		Capturing Customer Mind-Set:			
		• Qualitative Research Techniques			
• Quantitative Research Techniques					

		Designing and Implementing Branding Strategies: <ul style="list-style-type: none"> • Brand Architecture • Brand Portfolio • Brand Hierarchy • Brand Extension 			
4	IV	Managing Brands over Time: <ul style="list-style-type: none"> • Revitalization • Reinforcing Brands • Adjustments to the Brand Portfolio Managing Brand Equity over Geographic Markets: <ul style="list-style-type: none"> • Regional Market Segments • Other Demographic and Cultural Segments • Rational for going International • Standardization versus Customization • Global Branding Strategies • Building Global Customer-based Brand Equity 	4	10	8

References:

Books:	
1.	Keller, K. L., Parameswaran, M. G., & Jacob, I. (2010). <i>Strategic brand management: Building, measuring, and managing brand equity</i> . Pearson Education India.
2.	Dutta, K. (2012). <i>Brand management: principles and practices</i> . Oxford University Press.
3.	Kumar, S. R. (2009). <i>Managing Indian Brands</i> . Vikas Publishing House.
4.	Journal of Product and Brand Management
5.	Journal of Brand Management
6.	Brand Reporter
7.	The IUP Journal of Brand Management
8.	Indian Journal of Marketing
9.	https://www.thedrum.com/location/india
10.	www.afaws.com

