

Subject Code: 1MS2020451

Subject Title: Strategic Brand Management

1. Course Objectives and Outline

Effective and efficient managers make real difference in the business world. The goal of this course is to make students understand of the basic branding principles and expose to contemporary branding methods. The aim of the course is to develop understanding for role of brands, the concept of brand equity, and the advantages of creating strong brands. The students learn important issues in planning, implementing, and evaluating brand strategies.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Brand and Brand Positioning Brand, Branding, Brand Management, Customer Based Brand Equity, Building Strong Brand, Brand Positioning, Brand Audit, Case Study	12	25%
2	Building Brand Equity Brand Elements, IMC to Build Brand Equity, Secondary Brand Associations to Build Brand Equity, Case Study	12	25%
3	Brand Equity Measurement Brand Value Chain, Brand Tracking Studies, Quantitative Research and Qualitative Research, Comparative and Holistic Methods, Case Study	12	25%
4	Branding Strategies Brand Architecture, Brand Hierarchy, Branding Strategy Brand Extensions Strategy, Reinforcing Brands, Revitalizing Brands, Case Study	12	25%

4. Course Pedagogy

The pedagogy of the subject involves Lectures, Case Discussions, Real life Business Scenarios. Students will be given group tasks and assignments. In Movie based learning, students will watch a movie based on management concept and required to submit an assignment which will be part of their continuous evaluation process.

5. Suggested Readings

a. Books

- 1 Strategic Brand Management; By Kevin Lane Keller, M.G. Rameswaram, Isaac Jacob; Pearson Education
- 2 Brand Management Principles and Practices; By Kirti Dutta; Oxford University Press
- 3 Managing Indian Brand, Marketing Concepts & Strategies; By S. Ramesh Kumar; Vikas publication
- 4 Brand Management, The Indian Context; By YLR Moorthi ; Vikas publication

b. Journals/Magazines

- The IUP Journal of Brand Management, By IUP Publication.
- Prabandhan- Indian Journal of Management, By IIM-Ahmadabad.
- Journal of Product & Brand Management, emeraldinsight publication.

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. - The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%