

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Strategic Brand Management
Course Code:	1MS3010851
Pre-requisite Course:	Marketing Management

Course Objectives:

- 1) To acquaint the students with fundamentals of Branding
- 2) To provide an insight in the area of Brand Management
- 3) To acquaint the students with concepts and branding in the application for developing and designing an effective branding strategies and campaigns.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weightage (%)
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%

Text Books:

Sr. No.	Books
1	Strategic Brand Management; By Kevin Lane Keller, M.G. Rameswaram, Isaac Jacob; Pearson Education

Reference Books:

Sr. No.	Books
1	Brand Management Principles and Practices; By Kirti Dutta; Oxford University Press
2	Managing Indian Brand, Marketing Concepts & Strategies; By S. Ramesh Kumar; Vikas publication
3	Brand Management, The Indian Context; By YLR Moorthi ; Vikas publication

List of Open-Source Software/learning website:

1. https://onlinecourses.swayam2.ac.in/cec20_ge07/preview
2. https://onlinecourses.swayam2.ac.in/cec22_mg08/preview

LAB/Practical

1. Case Studies
2. Field Assignments
3. Ad Making Exercises

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO 1	Understand and describe Branding	1 Remember
CLO 2	Understand functioning of Branding / agency and the roles Brand managers assume for managerial performance	2 Understand
CLO 3	Describe the components of SBM and how each plays a role in building an Branding strategy	2 Understand 3 Apply
CLO 4	Demonstrate an understanding of SBM and apply it to business strategic planning principles.	3 Apply
CLO 5	Design & Create Branding Strategies and marketing Communication plans for brand positioning.	6 Create
CLO 6	Measure performance of branding strategies by understanding how to evaluate SBM programs.	4 Analyse 5 Evaluate

Mapping of CLOs with POs & PSOs

Course	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	M		L			L				
CLO2	L	H								
CLO3	H	L		M	L			L	M	
CLO4	L	M	H	H	L	M				
CLO5		H		M				L	M	M
CLO6		H				M		L		M

H: High, M: Medium, L: Low
