

Branch Name:	MANAGEMENT (Marketing Management)
Program Code:	MS301
Course Name:	Strategic Brand Management
Course Code:	2MS3010651T
Pre-requisite Course:	Commerce & Trade, Business. Forms of Business, Economics, Industry

Course Objectives:

- 1) The goal of this course is to make students understand of the basic branding principles and expose to contemporary branding methods.
- 2) 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.
- 3) To develop understanding of important issues in planning, implementing, and evaluating brand strategies.

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:

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	10	20%
2	Building Brand Equity Brand Elements, IMC to Build Brand Equity, Secondary Brand Associations to Build Brand Equity, Case Study	10	20%
3	Brand Equity Measurement Brand Value Chain, Brand Tracking Studies, Quantitative Research and Qualitative Research, Comparative and Holistic Methods, Case Study	10	20%
4	Branding Strategies Brand Architecture, Brand Hierarchy, Branding Strategy Brand Extensions Strategy, Reinforcing Brands, Revitalizing Brands, Case Study	10	20%
5	Contemporary Issues: • Building a digital strategy • Building your brand internally	08	20%

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. "Brand Management Concepts and Applications/Management" available on
2. https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
3. <http://www.managementconcepts.com/>
4. http://www.managementstudyguide.com/planning_function.htm

LAB/Practical

1. Students should be taken to Industrial Visit to understand brand management process
2. Expert talk from Managers can be arranged for students to understand Brand Manager's role

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Clarify the concept and related terms brand management.	2 Understanding, 4 Analyze, 5 Evaluate
CLO2	Comprehend the ways brand development required use of marketing tools and techniques.	1 Remembering, 4 Analyze
CLO3	Understand brand equity and measuring brand equity.	1 Remembering, 2 Understanding
CLO4	Recognize and understand the Branding Strategie.	3 Applying,
CLO5	Analyze brand success	4, 5 Evaluate, Analyze
CLO6	Mapping of Brand using research techniques	3 Apply, 6 Creating

Mapping of CLOs with Pos & PSOs

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

H: High, M: Medium, L: Low
