

**SVKM's Narsee Monjee College of Commerce & Economics (Autonomous)**

Dept of Commerce

Program: B.Com.				Semester : IV	
Course : Brand Management Academic Year: 2023-2024 Batch: 2022-25				Code: NMUBCOM416	
Teaching Scheme				Evaluation Scheme	
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
45	Nil	Nil	03		
Internal Component					
Class Test			Projects / Assignments		Class Participation
Learning Objectives: 1. To understand the meaning and significance of Brand Management 2. To Know how to build, sustain and grow brands 3. To know the various sources of brand equity 4. To understand intricacies involved in managing a brand.					
Learning Outcomes: 1. The learner acquires basic knowledge about Brand management and brand equity 2. The learner will be able to apply the brand building concept to grow and sustain the brand name of any business concern. 3. Would provide base for further studies in Marketing.					
Pedagogy: 1. Techniques such as Reviews, Analysis of Cases to promote critical thinking & to create motivated and independent learners. 2. Group activities such as Role plays, management games, group assignments to enable learners to work together in a social environment and learn through sharing of individual information & experience. 3. Discussion of real-life problem scenarios of Branding and Brand Equity & Inquiry based approach for active learning. 4. Flipped Classroom approach to enhance learner engagement. 5. Videos and Picture Presentations					

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<b>Detailed Syllabus: ( per session plan )</b> <b>Session Outline For: <u>Brand Management</u></b> <b>Each lecture session would be of one hour duration (45 sessions)</b>

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration (hrs)</b>	<b>Module Wise Reference Books</b>
<b>I</b>	<b>Introduction to Brand Management:</b> <ol style="list-style-type: none"> <li>Meaning of Brand, Branding and Brand Management.</li> <li>Importance of Branding to Consumers and Firms. Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities.</li> <li>Strategic Brand Management Process, Customer Based Brand Equity Model (CBBE), Sources of Brand Equity.</li> <li>Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis.</li> </ol>	PowerPoint Presentations, Case studies, Group discussions, Classroom Activity, Videos	12	<ul style="list-style-type: none"> <li>Strategic Brand Management: Building, Measuring and Managing Brand Equity</li> <li>Elliot, Richard, Strategic Brand Management-2000</li> </ul>
<b>II</b>	<b>Planning and Implementing Brand Marketing Programs:</b> <ol style="list-style-type: none"> <li>Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements.</li> <li>Personalizing Marketing: Experiential Marketing, One to One Marketing, and Permission Marketing- Godin's Five Steps to effective Permission Marketing.</li> <li>Marketing Mix Strategies:               <ul style="list-style-type: none"> <li>Product Strategy- Perceived Quality and Relationship Marketing</li> <li>Pricing Strategy- Setting Prices to build brand equity.</li> </ul> </li> </ol>	Questioning, Flip Classroom, Case studies, Group discussions, Classroom Activity,	11	<ul style="list-style-type: none"> <li>Strategic Brand Management: Building, Measuring and Managing Brand Equity</li> </ul>

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	<ul style="list-style-type: none"> <li>• Channel Strategy- Direct and indirect Channel.</li> <li>• Promotion Strategy- Developing Integrated Marketing Communication programs.</li> </ul> <p>d) Leveraging Secondary Brand Associations to build Brand Equity: companies, countries, channel of Distribution, Co-branding, Characters, Events.</p>			
III	<p><b>Measuring and Interpreting Brand Performance:</b></p> <p>a) The Brand Value Chain</p> <p>b) Measuring Sources of Brand Equity:</p> <ul style="list-style-type: none"> <li>• Qualitative Research Techniques- Projective Techniques- Completion, Comparison, Brand Personality and values- The Big Five, Free Association- Mental Map, Zaltman Metaphor Elicitation Technique, Neural Research Methods, Ethnographic and Experiential Methods.</li> <li>• Quantitative Research Techniques: Brand Awareness- Recognition &amp; Recall, Brand Image, Brand Responses.</li> </ul> <p>c) Young and Rubicam's Brand Asset Valuator</p> <p>d) Measuring Outcome of Brand equity:</p> <ul style="list-style-type: none"> <li>• Comparative Methods- Brand based comparative approaches, Marketing based comparative approaches, Conjoint Analysis.</li> <li>• Holistic Methods- Residual approaches, Valuation approaches, Historical Perspectives and Interbrand's Brand Valuation Methodology.</li> </ul>	Case studies, Group discussions, Classroom Activity, Videos	11	<ul style="list-style-type: none"> <li>• Strategic Brand Management: Building, Measuring and Managing Brand Equity</li> </ul>

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IV	<b>Growing and Sustaining Brand Equity:</b> a) Designing and Implementing Branding Strategies: <ul style="list-style-type: none"> <li>• Brand Architecture- Meaning, the Brand Product Matrix.</li> <li>• Brand Hierarchy- Meaning, different brand hierarchy levels.</li> <li>• Cause Marketing to build Brand Equity- Meaning, Advantages.</li> <li>• Green Marketing- Meaning, Advantages and Disadvantages.</li> </ul> b) Brand Extensions: <ul style="list-style-type: none"> <li>• Meaning, Advantages, Disadvantages, Brand Extension and Brand equity.</li> </ul> c) Managing Brand Overtime: <ul style="list-style-type: none"> <li>• Reinforcing brands, Revitalizing Brands.</li> </ul> d) Building Global Customer based Brand Equity. Brand Successes and Failures.	Discuss, Documentary, Class Activity, Case study.	11	<ul style="list-style-type: none"> <li>• Strategic Brand Management: Building, Measuring and Managing Brand Equity</li> </ul>
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**Reference Books:**

Title	Author(s)	Publisher
Strategic Brand Management: Building, Measuring and Managing Brand Equity	Keller Kevin Lane	Pearson
Strategic Brand Management	Elliot, Richard,	Oxford University Press
Strategic Brand Management	Kapferer, Jean-Noel	Kogan Page
Brand Management: Principles and Practices	Kirti Dutta	OUP India
Managing Brand Equity	David Aaker	Free Press
Marketing Management	Kotler, Keller	Pearson
Marketing Management	Arun, Kumar, N Meenakshi	

