

SVKM's Narsee Monjee College of Commerce & Economics

Program: B.Com.				Semester : IV	
Course : Brand Management Academic Year: 2024-2025 Batch: 2023-2026				Code:	
Teaching Scheme				Evaluation Scheme	
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 Marks	30 Marks
Internal Component					
Class Test (Duration 20 Mins)			Projects / Assignments		Class Participation
10 Marks			10 Marks		-
Learning Objectives:					
<ol style="list-style-type: none"> To comprehend the fundamental concepts and challenges associated with branding, and to develop skills in crafting strategic brand plans. To understand the principles and practices involved in designing, implementing, and assessing brand marketing programs for sustainable brand performance. To explore advanced strategies for reviving, cultivating and maintaining brand equity across different markets and product lines. 					
Learning Outcomes: After completion of the course, students would be able to:					
<ol style="list-style-type: none"> Gain comprehensive understanding about basic concepts of branding and develop strategic brand plans. Demonstrate proficiency in designing brand marketing programs and measure brand performance. Design strategies for reviving, growing and sustaining brands. 					
Pedagogy:					
<ol style="list-style-type: none"> Techniques such as Reviews, Analysis of Cases to promote critical thinking & to create motivated and independent learners. 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. 					

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3. Discussion of real life problem scenarios from business & Inquiry based approach for active learning.
4. Flipped Classroom approach to enhance learner engagement.

Detailed Syllabus: (per session plan)

Session Outline For: Brand Management

Each lecture session would be of one hour duration (30 sessions)

Module	Module Content	Module Wise Duration (hrs)
I	<p><u>Identifying and Developing brand plans</u></p> <p>Brand Vs Product, Scope of branding, Branding Challenges and Opportunities, Brand Equity- Concept and Sources, building strong brand-Brand Resonance pyramid, Sub dimensions of brand building blocks, Strategic Brand Management Process, Brand Positioning- Target market, Nature of competition, Point of Parity and point of difference</p>	10
II	<p><u>Designing and Implementing brand marketing programs and measuring brand performance</u></p> <p>Mixing matching brand elements- Criteria for choosing Brand Elements, Types of Brand Elements, integrating brand marketing activities, Leveraging secondary associations, Brand Value chain, Brand audit and tracking</p>	10
III	<p><u>Growing and sustaining brand equity</u></p> <p>Brand architecture- Concept, the Brand Product Matrix, Brand portfolio and hierarchy -different brand hierarchy levels, Brand Extensions- Meaning, Advantages, Disadvantages, Managing Brand Overtime- Reinforcing brands, Revitalizing Brands, Building Global Customer based Brand Equity</p>	10

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Reference Book:		
Title	Author(s)	Publisher
Strategic Brand Management Fifth Edition 2020,	Kevin Keller, Vanitha Swaminathan, Ambi Parameshwaram, Issac Jacob	Pearson

Details of Continuous Assessment (ICA)- 20 Marks

Continuous Assessment	Details	Marks
Component 1 (ICA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application-based questions.	10 marks
Component 2 (ICA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Documentary filming/ Assignments/ Group Discussions Etc.	10 marks

Details of Semester End Examination (TEE)- 30 Marks

Q. No.	Particulars	Marks
Q.1. Module 1	A. Answer in brief OR B) Answer in brief	8
Q.2. Module 2	A) Answer in brief OR B) Answer in brief	8
Q.3. Module 3	A) Answer in brief OR B) Answer in brief	8
Q.4.	Read the following Case Study and answer the questions that follow.	6