

# Brand Management

## Course Objectives

This course intends to create awareness amongst the students to appreciate the use of branding as a key differentiator. This course is designed in such a way that students get familiarized with the different contemporary branding theories and practices. The latest challenges in branding brought in by the proliferation of Internet and Social Media are also discussed in the course.

## Syllabus

Branding concepts ,Brand strategy decisions, Brand personality, Measuring brand equity, Planning & Implementing Brand Marketing Programs, Measuring & Interpreting Brand Performance, Borderless branding.

## Expected Outcome

The students upon completing the course shall get equipped themselves with the latest paradigms of branding practices. They are expected to understand the branding concept, strategic branding and branding personality. Also, to garner enough learning to strategically design a branding plan for a product.

## References

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## Units Topics

- 1 Branding: Brand equity, Brand value, Brand awareness and Brand loyalty, Brand identity system – identity perspectives, identity traps, identity structure, providing value proposition; Managing multiple brand identities – Brand identity planning model
- 2 Brand strategy decisions : Brand architecture – brand portfolio, portfolio roles, portfolio graphics, portfolio structure and product- market context roles, Brand architecture audit, Managing Brand Systems – objectives, brand hierarchies, brand roles, Brand leveraging – line extension, vertical brand stretch, co-branding and brand extension – horizontal and vertical brand extensions; Brand Systems Audit

## First Internal Examination

- 3 Brand personality: Creating brand personality – drivers of brand personality – measuring brand personality using brand personality scale (BPS), Creating equity through personality - self-expression model, relationship basis model and functional benefit representational model, Brand associations – measurement of brand associations, scaling brand perceptions; selecting, creating and maintaining associations, Brand revitalizing.
- 4 Measuring brand equity: Measures – The Brand Equity Ten, Brand value based upon future earnings. Planning & Implementing Brand Marketing Programs: Criteria for Choosing Brand Elements, Options & tactics for Brand Elements, Use of Integrated Marketing Communication for Brand Building, Leveraging Secondary Brand Associations to Brand building.

Second Internal Examination

5 Measuring & Interpreting Brand Performance: Developing A Brand Equity Measurement & Management System, Measuring Sources of Brand Equity & Outcome of Brand Equity.

Borderless branding : Brand building on the web, e-branding, online vs. offline brand building  
Global branding strategies – global brand planning process, creating cross-country synergy

Final Examination