

**GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/
OPEN ELECTIVE COURSES - 11**

**BBA(Digital Marketing) Semester VI
UGOE601: Brand Management**

Course objective: - The primary objective of this course is to equip students with a comprehensive understanding of the principles and practices of brand management, enabling them to develop effective branding strategies, build strong brand equity, and navigate the complexities of modern brand communication channels.

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Syllabus & Detailed Contents

Unit	Content	Hrs./Weight age
Unit 1:	Introduction: Introduction to Brands and Brand Management, Concept of a Brand, evolution of a Brand, Challenges and Opportunities, Brand Identity, Brands and Consumers, IMC: Evolution and Growth. Brand Positioning: Brand Building, Identifying and Establishing Brand Positioning and values, Brand Repositioning, Life stages of a Brand, Brand Personality, and Brand Image.	12/25%
Unit 2:	Designing Marketing Program: Strategic Brand Management Process, Designing and implementing brand strategies, Contemporary Strategies: storytelling, Internet and Social Media, Brand Extensions, Brand reinforcement strategies, Brand Portfolio Management, Integrating Advertising with Brand Management	11/25%
Unit 3:	Brand Equity: Customer based Brand Equity, Measuring and Interpreting Brand Performance: brand equity Management System, New Media Environment: Brands amplifiers, Growing and Sustaining Brand Equity.	11/25%
Unit 4:	Recent Issues in Branding: Managing Strong Brands, Brand Ladder, Country Branding, Global Brand Strategy, Managing Brands over time, Brand Audits, Managing Brands in the Digital Era. Legal and Ethical aspects in Brand Management.	11/25%

Course Learning Outcomes (CLO)

On completion of this course, the students will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the key concepts and theories related to brand management, such as brand equity, brand positioning, and brand identity.	2
CO2	Remembering	Define key concepts and theories related to brand management, such as brand equity, brand positioning, and brand identity.	1
CO3	Applying	Apply branding strategies and techniques to real-world scenarios, such as developing a brand positioning strategy or creating a brand communication plan.	3
CO4	Analyzing	Analyze the factors that contribute to the success or failure of a brand, including market dynamics, competitive forces, and consumer perceptions.	4
CO5	Analyzing	Explore the life cycle of a brand	4

SUGGESTED READINGS

Textbooks:

1. John, D. R. Strategic Brand Management: Lessons for Winning Brands in Globalized Markets. New Delhi: Oxford University Press.
2. Chitale, A. K. & Gupta, Ravi. Product Policy and Brand Management: Text and Cases, 4th ed. PHI Learning

v. d. Singh

Prashant

Anil

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