

Name of the Programme: MBA

Course Code: MGA-601

Title of the course: Brand Management

Number of credits: 2

Effective from: 2022-23

Prerequisites for the course:	NIL	
Objective:	To enable participants to create, execute, and manage brands.	
Content:	Unit I: Introduction to Brands The rationale for Building Brands, Branding Challenges and Opportunities, Brand Equity – Concepts, Measures and Elements, Brand Design, Brand management process, Customer-based Brand Equity, Crafting Brand Positioning, Brand Building and Brand Value Chain.	10 hours
	Unit II: Brand Strategy Brand Equity Building, Product Strategy, Pricing Strategy, Channel Strategy, Communication Strategy, Brand Leveraging, Brand Audits, Brand Equity Management System, Measuring Brand Outcomes and Market Performance.	10 hours
	Unit III: Managing Brands Brand reinforcement, Re- vitalizing Brands, Brand Portfolio Management, Brand Extension, E-Branding, Umbrella Branding, Brand architecture strategy, Brand Hierarchies, Corporate Branding, and Global Brand Strategy.	10 hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none">1. Kevin Keller, Vanitha Swaminathan Ambi Parameswaran; Strategic Brand Management: Building, Measuring, and Managing Brand; Pearson; 2020 or Latest Edition.2. Kirti Dutta; Brand Management, Principles, and Practices; Oxford University Press; 2022 or Latest Edition.3. Tapan Panda; Product and Brand Management; Oxford University Press; 2016 or Latest Edition.4. Jean-Noël Kapferer; The New Strategic Brand Management; Kogan Page; 2012 or Latest Edition.5. Johny Johansson, Kurt Carlson; Contemporary Brand Management; SAGE Publications; 2014 or Latest Edition	
Course Outcomes:	At the end of the course, the participants will be able to: <ul style="list-style-type: none">• Evaluate the role of brands• Analyze brand management activities• Analyze the approaches to build brand equity• Design a plan to launch a new or existing brand	

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