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| <b>PROGRAM</b>         | <b>Master of Business Administration</b>      |
| <b>SEMESTER</b>        | <b>3</b>                                      |
| <b>COURSE TITLE</b>    | <b>Product &amp; Brand Management</b>         |
| <b>COURSE CODE</b>     | <b>04MB0312</b>                               |
| <b>COURSE CREDITS</b>  | <b>3</b>                                      |
| <b>COURSE DURATION</b> | <b>42 Hrs (42 Session of 60 Minutes Each)</b> |

**COURSE OUTCOMES:**

- ❖ Understand and define the purpose, process and model of brand building and its importance to the marketer.
- ❖ Understand the importance and the role of Brand Positioning and Brand Resonance & the process of acquiring the value through Brand Value Chain.
- ❖ Apply the concepts of Brand Elements for building the Brand Identity & Brand Personality.
- ❖ Formulate the Designing and Implementation of Branding Strategies such as Brand Extension, Brand Architecture and Brand Portfolio.
- ❖ Analyze the various concepts and models of Brand Equity and calculate the Brand Equity using various methods.

**COURSE CONTENTS:**

| <b>Unit No</b> | <b>Unit / Sub Unit</b>   | <b>Sessions</b> |
|----------------|--|-----------------|
| Unit I         | <b>INTRODUCTION</b><br>Brands & Brand Management, Brand Positioning and Values, Brand Elements, Brand - Product Relationship, Case study   | 06              |
| Unit-II        | <b>CUSTOMER BASED BRAND EQUITY</b><br>CBBE (Customer Based Brand Equity), Designing Marketing Programs to Build Brand Equity, Integrating Marketing Communications to Build Brand Equity, Leveraging Secondary Brand Knowledge to Build Brand Equity, Case study | 09              |
| Unit III       | <b>MANAGING BRAND EQUITY</b><br>Developing Brand Equity Measurement and Management System, Measuring Sources of Brand Equity, Measuring Outcomes of Brand Equity, New Products in a Brand Umbrella, Case study   | 09              |
| Unit IV        | <b>GLOBAL BRAND STRATEGIES</b><br>Design and Implementing Branding Strategies, Managing Brands Over Time, Managing Brands Over Geographic Boundaries and Market Segments, Case study   | 09              |
| Unit V         | <b>CONTEMPORARY ISSUES</b><br>Brand Extension, Brand Partnerships, Brand Revitalization, Brand Mantra, Brand Hierarchy, Case study   | 09              |

**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

|   | Particulars  | Weight age                |
|---|--|---------------------------|
| A | Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.) | 20% (C.E.C.)              |
| B | Internal Assessment  | 30% (I.A.)                |
| C | End-Semester Examination   | 50% (External Assessment) |

**TEXT BOOKS:**

| Sr. No | Author/s          | Name of the Book   | Publisher              | Edition & Year |
|--------|-------------------|--|------------------------|----------------|
| T-01   | Kevin Lane Keller | Strategic Brand Management                               | Pearson Education      | 3rd Edition    |
| T-02   | S. Ramesh Kumar   | Managing Indian Brands, Marketing Concepts & Strategies, | Sultan Chand and Sons. | 2nd Edition    |

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| Sr. No | Author/s                        | Name of the Book                   | Publisher               | Edition & Year |
|--------|---------------------------------|------------------------------------|-------------------------|----------------|
| R-01   | Elliott Richard and Percy Larry | Strategic Brand Management         | Oxford University Press | 3rd Edition    |
| R-02   | Y.L.R. Moorthi                  | Brand Management: Indian Context   | Sangam Books Ltd        | 1st Edition    |
| R-03   | J.N. Kapferer                   | The New Strategic Brand Management | Kogan Page              | 5th Edition    |