

Elective Course 9: Brand Management

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	M3PE517	Course Duration:	30 Hours

Course Objectives:

- To familiarize students with foundational concepts, theories, and strategies of brand management.
- To develop analytical skills for evaluating brand equity, brand positioning, and brand architecture.
- To enable practical application of branding strategies including brand extension, co-branding, and brand revitalization.
- To cultivate understanding of consumer-brand relationships, including loyalty, advocacy, and brand perception.
- To equip students with tools to measure, manage, and enhance brand value and performance.

Course Outcomes:

- CO1: Understand evolution, role of brands, distinction between product and brands, roles of brand managers
- CO2: Apply the concepts and frameworks to building brands across all types of organizations
- CO3: Analyze brand strategies through theories, models and other tools
- CO4: Evaluate Brand Architectures and valuations
- CO5: Create branding strategies to maximize brand equity

Unit/ Module	Content	CO Mapping	Hours Assigned
1	Definition and evolution of brands, role of brands, distinction between product and brands, roles of brand managers	CO1	3
2	Strategic brand management – developing brand plans, designing and implementing brand marketing programmes, growing and	CO1, CO2, CO3	6

	measuring brand equity –qualitative and quantitative techniques, brand audits		
3	Customer Based Brand Equity (CBBE) – Keller’s Brand equity Model; Kapferer’s Brand pyramid, building blocks of brand equity – salience, performance, imagery, judgments, feelings, resonance	CO2, CO3, CO4	4
4	Brand Identity and Positioning- dimensions of brand identity, brand positioning – points of parity/difference, positioning strategies, competitor analysis, emotional and cultural branding principles	CO3, CO4, CO5	3
5	Brand extensions - strategies, managing brand portfolio, challenges in brand revitalization	CO3,CO4 , CO5	6
6	Measures of branding success – perceptual mapping, BAV (Brand Asset Valuator Model); Inter- brand method, BrandZ strategies, Brand Finance method, brand tracking studies	CO3, CO4, CO5	4
7	Contemporary issues – impact of digital marketing and social media on branding, ethical issues in branding, sustainability and CSR in branding.	CO3, CO4	4

Textbooks:

1. Strategic Brand Management. Kevin Lane Keller, M.G. Parameswaran, Isaac Jacob. 3e. Pearson
2. Marketing and Branding. The Indian Scenario. S. Ramesh Kumar. Pearson Education

Reference Books:

1. Strategic Brand Management. New Approaches to creating and Evaluating Brand equity. Jean-Noel Kapferer. Kogan Page.

2. How Brands Become Icons. The Principles of Cultural Branding. Douglas Holt. HBS Press
3. How customers Think. Gerald Zaltman. HBS Press.
4. Emotional Branding. The New Paradigm for Connecting Brands to People Marc Gobe

Elective Course 10: SWAYAM Course

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	M3PE518	Course Duration:	30 Hours

Course - Guidelines

- Students have to opt for a relevant course related to specialisation & inform the Specialisation Coordinator.
- In case, the course (SWAYAM/ other recognised MOOCS Platform) is opted as an Elective, then the concerned Specialisation Coordinator would have to ensure that the students complete the selected course and appear for the respective examination processes within the stipulated semester deadlines. The marks so obtained through SWAYAM/ other recognised MOOCS Platform Examination (as the case may be), would be recorded as the 'SWAYAM' course score.
- Faculty who is a Specialisation Coordinator will be responsible to maintain all record of the same.

