

Bachelor of Management Studies
Syllabus for Brand Management Semester IV

| Old Syllabus | Proposed Syllabus |
|--|---|
| Title of the Paper: Brand Management | Title of the Paper : Brand Management |
| Subject Code 5004 | Subject Code |

| PAPER TITLE Brand Management | L | Cr | P/T | D (EE) | EE | IE | T |
|---|----------|-----------|------------|-------------------|-----------|-----------|-----------|
| | 04 | 04 | Tutorials | 2:30 hrs | 75 Marks | 25 Marks | 100 Marks |

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

| Old Syllabus | Proposed Syllabus |
|---------------------|--------------------------|
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Objectives: This paper is intended to enable the students to gain broad understanding of branding as an important aspect of marketing management.

Outcomes:

Objectives:

- To make students understand implications of planning, implementing and evaluating Branding Strategies.
- To make students understand competition at product level as well as brand level.
- To develop knowledge of branding frameworks, strategies and brandings role within business and society
- Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives.

Learning Outcomes:

- Learners should fully understand the value of a brand to an organisation.
- Demonstrate knowledge of the nature and processes of branding and brand management.
- Appraise the key issues in managing a brand portfolio and making strategic brand decisions

| Old Syllabus | | | Proposed Syllabus | | | | | | | |
|--------------|-----------------------------------|--|-------------------|-------------------------------|---------|-----------|---------------------|---------|-----------------|----|
| Unit1 | Topic and Details Old Syllabus | | Modu le | Module Specific Objectives | Content | Weightage | Instruction Time | Credits | Evaluation | |
| | | | | | | | | | IE Weightage | EE |

| | | | | | | | | | Weightage |
|-----|---|-----|---|---|----|----|----|----|-----------|
| I | Introductory view: Difference between product and brand, Meaning and importance of Brand name, Types of Brand, Brand Portfolio Brand building stages | I | a.Understanding the difference between a product and a brand b. Understanding of various types of Brand and brand building stages c. Meaning of Brand Portfolio | Introductory view: Difference between product and brand, Meaning and importance of Brand name, Types of Brand, Brand Portfolio Brand building stages | 25 | 15 | 1 | 07 | 20 |
| II | Brand Positioning: Brand positioning & Strategies for Brand positioning Brand repositioning & Strategies for Brand repositioning Case Studies: On brand positioning and repositioning | II | a.Understanding the meaning of Brand positioning and Brand repositioning b.Understanding the various Brand positioning and Brand repositioning strategies | Brand Positioning: Brand positioning & Strategies for Brand positioning Brand repositioning & Strategies for Brand repositioning Case Studies: On brand positioning and repositioning | 25 | 15 | 01 | 05 | 15 |
| III | Brand Equity: Cost Based, Price Based, and Consumer Based, important Factors in Brand building, Brand leverage (concept) Brand promotional activities. | III | a. To Understand the meaning of Brand Equity. b. To Understand the various methods of calculating Brand Equity. | Brand Equity: Cost Based, Price Based, and Consumer Based, important Factors in Brand building, Brand leverage (concept) Brand promotional activities. | 25 | 15 | 01 | 07 | 20 |
| IV | Brand Extensions: Types of brand extensions, Difference between Brand extension, Line Extension, and Product Extension, Brand Portfolio analysis of Indian companies (TATA/Parle Agro etc.) | IV | a.To understand the various types of brand extensions b. To understand the Brand portfolios of Indian Companies | Brand Extensions: Types of brand extensions, Difference between Brand extension, Line Extension, and Product Extension, Brand Portfolio analysis of Indian companies (TATA/Parle Agro etc.) | 25 | 15 | 01 | 06 | 20 |

Evaluation Scheme:**A. Internal Exams: Total Marks: 25**

The internal testing should be continual and spread over the semester:

| Criteria | Marks |
|---|-----------|
| Written evaluation | 10 |
| Case Study, viva-voce, assignments, internal objective test, industrial visit to have practical exposure. | 15 |
| TOTAL | 25 |

B. External Exams: Total Marks: 75

Q.1 is compulsory. 6 out of the remaining to be attempted by the students.

Q.1 Concepts and Definitions

15 Marks

Q.2 Short Notes

10 Marks

Q.3 to Q.8 Long Questions

10 Marks

References:

1. Brand Management, Gulnar Sharma Karan Singh Khundia, First Edition 2012, Himalaya Publications house.
2. Marketing Management, Philip Kotler, Edition 2018, S.C.Jhonson and son Publications.
3. Modern Marketing, R.S.N. Pillai and Bhagwati, Revised Edition 2016, S. Chand Publications.

Additional Reading:

1. Product and Brand management, K Venugopal Rao, First Edition 2018, Himalaya Publication House.