



**COURSE TITLE**

**Brand Management and Brand Equity**

**Course Learning Outcomes:**

1. After the completion of the course the students will be able to examine the brand concepts in real-life setting by articulating the context and the rationale for the application.
2. At the end of the course the students will be able to understand what role does first P-i.e. Product plays in the marketing mix.
3. The course will help students understand how a new product is developed and maintained. List and describe the steps in the new-product development (NPD) process; describe how the NPD process meshes with the adoption and diffusion process for those products.
4. Enhance students' ability to apply creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand, and measuring its value.
5. Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.
6. After the completion of the course the students will be able to understand and analyzes the Brand Portfolio of the companies. They will be able to map out areas where the firm need brand extension and cannibalization.
7. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.

**Gist of this course in maximum 3 to 4 lines**

This course is about how brands are viewed, built, managed, and measured to ensure firms' superiority and sustainability in profits. This course aims to develop students' understanding of the importance of Brand and Brand equity as well as how to build, measure, and manage brand equity.

Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	<p><b>1. <u>Title of the Topic:</u> Product Planning and Development</b></p> <p><b>1.1.</b> Main Tasks in Product Management:</p> <ul style="list-style-type: none"> <li>• What is a Product? What are its Components? A Product has a Personality.</li> <li>• Classification of Products into Select Types.</li> <li>• Consumer Products and Business Products.</li> <li>• Product types impact Marketing Strategy.</li> </ul> <p><b>1.2.</b> Understanding the Product Mix Portfolio:</p> <ul style="list-style-type: none"> <li>• Product Line, Product Width, Product Length, Product Depth.</li> </ul> <p><b>1.3.</b> Managing Product Mix:</p> <ul style="list-style-type: none"> <li>• Product Line Stretching.</li> <li>• Line Pruning.</li> <li>• Resolving Product conflicts within a Product Line.</li> </ul> <p><b>1.4.</b> Decisions on Packaging:</p>	<b>14</b>

	<ul style="list-style-type: none"> <li>Package Aesthetics, Handling Convenience, Package Size, Using Package for Product Innovation/ Repositioning, Managing Product Quality, Instances of Severe lapses in Product Quality.</li> </ul> <p><b>1.5. Managing the Product Life Cycle:</b></p> <ul style="list-style-type: none"> <li>The Four Distinct Stages in PLC, PLC Operates at three Levels.</li> </ul>	
<b>2.</b>	<p><b>1. <u>Title of the Topic:</u> Fundamentals of Brand Management</b></p> <p><b>2.1.</b> Understanding the Concept of Brand, Brand and Brand Management, Role and Significance of Brands to Companies and Customers, Characteristics of Strong and Successful Brands</p> <p><b>2.2.</b> Task Involved in Developing and Managing Brands:</p> <ul style="list-style-type: none"> <li>Selecting the Brand Elements: Brand Name, Logo, Slogan</li> <li>Categorizing of Brands based on the Specific Value they offer and Options in Branding/Types of Branding Strategy.</li> <li>Crating Differentiation, Developing Value Proposition and Positioning.</li> </ul> <p><b>2.3.</b> Keeping the Brands Alive, Contemporary and Relevant:</p> <ul style="list-style-type: none"> <li>Brand Extension</li> <li>Brand Rejuvenation.</li> <li>Brand Relaunch.</li> <li>Brand Proliferation.</li> </ul>	<b>14</b>
<b>3.</b>	<p><b>3. <u>Title of the Topic:</u> Creating Brand Equity</b></p> <p><b>3.1</b> Understanding concept of Brand Equity and Brand Equity Models.</p> <p><b>3.2</b> Factors Contributing to Brand Equity.</p> <p><b>3.3</b> Building and Managing Brand Equity:</p> <ul style="list-style-type: none"> <li>Brand Reinforcement.</li> <li>Brand Revitalization.</li> </ul> <p><b>3.4</b> Understanding the Brand Value Chain, Brand Worth and Customer Equity.</p> <p><b>3.5</b> Twenty-First Century Branding.</p>	<b>12</b>
<b>4.</b>	<p><b>3. <u>Title of the Topic:</u> Building and Managing Brand Loyalty</b></p> <p><b>4.1.</b> Brand Loyalty v/s Customer Loyalty.</p> <p><b>4.2.</b> Why Brand Loyalty Matters:</p> <ul style="list-style-type: none"> <li>Customer Loyalty is A Worthy Investment.</li> <li>Loyalty and Engagement Go Hand-In-Hand.</li> <li>Millennials Are More Loyal Than Marketers Think</li> <li>Shoppers Want Connected Brands</li> </ul> <p><b>4.3.</b> Types of Brand Loyals</p> <p><b>4.4.</b> How to Create Loyal Customer Brands.</p> <p><b>4.5.</b> Brand Integrity Model.</p> <p><b>4.6.</b> Building and Managing Regional, National and Global Brands.</p>	<b>14</b>
	<b>Total Number of Lectures</b>	<b>54</b>