

AC –27-11-2024
Item No. –03

Approved by the BOS in Bachelor of Commerce (Management Studies) on 16-11-2024 Item No. 04

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Title of the Course: Brand Management

Programme: Bachelor of Management Studies Semester-VI

Syllabus for 4 credits

From the academic year 2025 - 2026

Name of the Course: Brand Management

Sr. No.	Heading	Particulars
1.	Description the course:	Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management enables the price of products to go up and builds loyal customers through positive brand associations and images or a strong awareness of the brand.
2.	Vertical	Minor
3.	Type:	Theory
4.	Credit:	4 credits
5.	Hours Allotted:	60 Hours
6.	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7.	Course Objectives: <ul style="list-style-type: none">• To understand the meaning and significance of Brand Management.• To know how to build, sustain and grow brands.• To know the various sources of brand equity.• To understand the concept of brand equity and develop strategies for building and managing brand equity over time, including enhancing brand awareness, perceived quality, brand loyalty, and brand associations.	
8	Course Outcomes: <ul style="list-style-type: none">• Learners will be able to understand the meaning and significance of Brand Management.• Learners will be able to build, sustain, and grow brands.• Learners will know the various sources of brand equity.• Learners will be able to understand the concept of brand equity and develop strategies for building and managing brand equity over time, including enhancing brand awareness, perceived quality, brand loyalty, and brand associations	

Module 1: Introduction to Brand Management (15 Hours)

- Introduction to Brand Management: Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and opportunities.
- Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks.
- Brand Positioning: Meaning, Importance, Basis.

Module 2: Planning and Implementing Brand Marketing Programs (15 Hours)

- Planning and Implementing Brand Marketing Programs: Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements, Integrating Marketing Programs and Activities
- Personalizing Marketing: Experiential Marketing, One to One Marketing, Permission Marketing, Product Strategy: Perceived Quality and Relationship Marketing
- Pricing Strategy: Setting Prices to Build Brand Equity, Channel Strategy: Direct, Indirect Channels, Promotion Strategy: Developing Integrated Marketing Communication Programs, Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events

Module 3: Measuring and Interpreting Brand Performance (15 Hours)

- The Brand Value Chain b) Measuring Sources of Brand Equity: Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association
- Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam's Brand Asset Valuator d) Measuring Outcomes of Brand Equity
- Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis, Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Inter-brand's Brand Valuation Methodology

Module 4: Growing and Sustaining Brand Equity (15 Hours)

- Designing & Implementing Branding Strategies: Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy
- Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels, Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing
- Brand Extensions: Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity, Managing Brands over Time: Reinforcing Brands, Revitalizing Brands, Building Global Customer Based Brand Equity

10	Reference Books: <ul style="list-style-type: none">• Miller, Donald. Building a Story Brand: Clarify Your Message So Customers Will Listen. HarperCollins Leadership, 2017.• Johnson, Michael. Branding: In Five and a Half Steps. Thames & Hudson, 2016.• Keller, Kevin Lane. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 5th ed., Pearson, 2020.• Neumeier, Marty. The Brand Gap: How to Bridge the Distance Between Business Strategy and Design. 2nd ed., New Riders, 2005.• Sharp, Byron. How Brands Grow: What Marketers Don't Know. Oxford University Press, 2010.• Neumeier, Marty. Zag: The Number One Strategy of High-Performance Brands. New Riders, 2006.• Berger, Jonah. Contagious: How to Build Word of Mouth in the Digital Age. Simon & Schuster, 2013.• Aaker, David, and Erich Joachimsthaler. Brand Leadership: Building Assets in an Information Economy. Free Press, 2000.• Ries, Al, and Jack Trout. Positioning: The Battle for Your Mind. 20th Anniversary ed., McGraw-Hill Education, 2001.• Busche, Laura. The Lean Brand: A Guide to Brand Strategy for Startups. O'Reilly Media, 2014.																	
11	Internal Continuous Assessment: 40%	Semester End Examination: 60%																
12	Continuous Evaluation through: (40 Marks) <table border="1"><tr><td></td><td>Total Marks</td></tr><tr><td>Assignment/Project Work/Presentation/Case Study</td><td>30</td></tr><tr><td>Online MCQ Objective Test</td><td>10</td></tr><tr><td>Total</td><td>40</td></tr></table> <p>A learner must be present for each of the sub-components.</p>				Total Marks	Assignment/Project Work/Presentation/Case Study	30	Online MCQ Objective Test	10	Total	40							
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13	Format of Question Paper: for the final examination <p>Question Paper Pattern for Semester End Examination (SEE) Maximum Marks: 60 Duration: 2 Hour</p> <table><tr><th>Q. No.</th><th>Particular</th><th>Marks</th></tr><tr><td>Q-1</td><td>Attempt any TWO the following: (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question</td><td>15 Marks</td></tr><tr><td>Q-2</td><td>Attempt any TWO the following: (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question</td><td>15 Marks</td></tr><tr><td>Q-3</td><td>Attempt any TWO the following: (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question</td><td>15 Marks</td></tr><tr><td>Q-4</td><td>Attempt any TWO the following: (Module 4) A. Full Length Question B. Full Length Question C. Full Length Question</td><td>15 Marks</td></tr></table>			Q. No.	Particular	Marks	Q-1	Attempt any TWO the following: (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	Q-2	Attempt any TWO the following: (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	Q-3	Attempt any TWO the following: (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	Q-4	Attempt any TWO the following: (Module 4) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
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Note: Any of the full length question of 7.5 Marks can be a case study.

Signature of Team Members

Sr. No.	Name	Signature
1	Dr. Sadhana Venkatesh	
2	Ms. Shalini Clayton	
3	Ms. Ashiyana Shaikh	

