

**MBG5 004****Brand Management**

Course Code	MBG5 004	Semester	III
Course Title	<i>Brand Management</i>		
Credits	3	Type	Elective

**This course focuses on the importance and scope of brand which is important for entrepreneurs and marketers**

**Course Description**

The purpose of the course is to introduce the concepts behind branding, brand naming, brand positioning etc., and explain the methodology of brand equity and the importance of branding for an organization. The course contains introduction to branding, perceptions and branding, brand positioning, brand protection and globalization and brands.

**Course Outcome**

By completing this course, students will obtain the following course/ learning outcome:

1. Knowledge Gained:
  - (i) Understand the importance of brand and its value to the organisation
  - (ii) Discuss the rights the organisations have to protect their brands and trademarks
  - (iii) Understand the process of brand creation and positioning
2. Skill Gained:
  - (i) Analyze the various decisions taken regarding a brand
  - (ii) Evaluate the developments in brand management.
  - (iii) Create long term plan regarding the brands
3. Competency Gained
  - (i) Building and Promoting a brand
  - (ii) Brand communication

**Course Structure**

The following is a detailed syllabus.

**MODULE I :**

What is brand: - Definitions – financial value of brands – social value of brands – what makes brands great – keys of branding – brand halo – changing face of customer line influence on growing brand.

**MODULE II :**

Perceptions and branding – emotional benefits of branding – emotional branding perceptions – reception – what brands communicate – customer contact points – brand reflection – brand story – Brand design – Visual identity – Colour in design – Sound in brand

design – audio logos and jingles – sensory brands and smell in brand design – brands and taste – brand and touch – words and shapes – verbal identity – brand architecture – brand building skills.

### **MODULE III :**

Brand positioning – Brand planning – brand creation – brand platform – brand experience – brand communication – public relations perspective – opportunity modeling

### **MODULE IV :**

Brand protection – Trademarks – classification of brands – creating a new mark – Trade mark – portfolio audit – copyright – registered designs – brand as business asset– brands and wealth creation – brands on the balance sheet – approaches to brand valuation.

### **MODULE V :**

Globalization and brands – who really holds the power –power of logo – brand leadership – global brands – Asian brands – revitalized brands – challenger brands – brand and customer protection – brand building – brand sustainability – brand decline – changing customers – brands in mergers and acquisitions – brand audit – strategic brand management.

### **Testing & Evaluation**

- Internal Test
- Assignment
- Quiz
- Seminar
- Case Study
- Role Play

### **References**

- Rita Clifton and John Simmons (2010), Brands and branding, Profile books Ltd.
- Sasikumar K. and Chandrasekar K.S (2007), Brand practices in India – Himalaya Publishing
- Chandrasekar KS (2010), Product Management, Himalaya
- John Philip Jones(1998), What's in a brand –Tata McGraw Hill.
- Jean Noel Kapferer (1997), Strategic Brand Management, Kogan Page
- [https://ugcmoocs.inflibnet.ac.inugcmoocs/moocs\\_courses.php](https://ugcmoocs.inflibnet.ac.inugcmoocs/moocs_courses.php)
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- <https://www.slideshare.net/versatileBschoo/brand-management-full-notes>
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- <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=6>
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- <https://www.youtube.com/c/cecgurukul/search?query=brand%20management>