

Course Code	COM2MN108				
Course Title	STRATEGIES FOR BRAND BUILDING				
Type of Course	Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	The learner should have a basic understanding about different concepts and principles of marketing				
Course Summary	This course gives an overview of principles, theories, and concepts underlying brand building in the modern marketplace.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental concepts of brand and brand management.	U	C	Examinations/Review Questions/Quizzes/Assignment/Seminar
CO2	Analyze various branding strategies used by businesses to create and maintain strong brands	An	C	Examinations/Assignment Project
CO3	Critically analyse and appreciate the importance of ethics and CSR in branding practices.	E	P	Project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs	Marks
I		INTRODUCTION TO BRANDING	8	15
	1	Branding: Meaning- Definition-Nature-Types of Brands.	4	
	2	Brand Management: Meaning and Objectives	2	
	3	Marketing Advantages of Strong Brands- Financial Brand Value	2	

ii	CONSUMER PERCEPTION AND BEHAVIOUR IN BRANDING		8	20
	4	Factors Influencing Consumer Perception	2	
	5	Models of Consumer Behavior	3	
	6	Challenges in Predicting Consumer Behavior	3	
III	BRANDING TOOLS AND STRATEGY		12	20
	7	Tool for Marketing and Branding	3	
	8	Marketing Mix, BCG Charts, SWOT Analysis, Benchmarking,	4	
	9	Market Research and the Creation of a Branding Strategy	3	
	10	Strategic Brand Management Process	2	
IV	BRAND EQUITY AND LOYALTY		17	15
	11	Concept- need and advantage of brand communication.	4	
	12	Brand loyalty and equity-factors affecting brand loyalty -Benefits-Types of brand loyalty. Building brand loyalty	5	
	13	Brand Positioning and Brand Associations	5	
	14	Brand Architecture-Brand Crisis (Concepts)	3	
V	Open Ended Module for Practicum			30
	1	Discussions on the use of brand-based marketing campaigns		
	2	Case study on various brands like Coca-Cola, Nokia, Loreal, Vodafone		
	3	Discussions on Internet and social media branding		
	4	Group presentation on the topic a) Branding and ethics b) CSR image of companies		
	5	Discussion on the internationalization of brands		

References:

1. "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" by Kevin Lane Keller
2. "Building Strong Brands" by David A. Aaker
3. "Brand Leadership: Building Assets In an Information Economy" by David A. Aaker and Erich Joachimsthaler
4. "Brand Management: Research, Theory, and Practice" by Tilde Heding, Charlotte F. Knudtzen, and Mogens Bjerre
5. "The New Strategic Brand Management: Advanced Insights and Strategic Thinking" by Jean-Noël Kapferer
6. "Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity" by David A. Aaker

