

Course Name- Brand Management**Course Code- MS 510**

Course Crédits: 6

Course Objective: To acquaint the students with planning, technique and branding strategies of the organization

BLOCK I BRAND MANAGEMENT

- Unit I Product Management
- Unit II Product Development
- Unit III New product development
- Unit IV Market Potential & Sales Forecasting
- Unit V Brand Management & Brand v/s Product.

BLOCK II BRAND EVOLUTION

- Unit VI Brand Evolution
- Unit VII Brand and Consumers
- Unit VIII Brand Equity
- Unit IX Brand Positioning & Brand Building
- Unit X Brand portfolios
- Unit XI Brand inside and Brand outside

BLOCK III BRANDING DECISIONS

- Unit XII Brand Extension
- Unit XIII Brand and Firms
- Unit XIII Branding Strategies
- Unit XV Brand Value chain
- Unit XVI Brand Personality and Brand Imitation
- Unit XVII Corporate Branding

BLOCK IV GLOBAL BRANDING

- Unit XVIII Brand Reinforcement Brand Revitalization and Brand Crisis
- Unit XIX Brand Over the time and Brand Performance
- Unit XX Brand Valuation, Brand Audits and Brand Tracking
- Unit XXI Global branding
Global Branding Strategies and Globalization of Brands.
- Unit XXII Consumer Brand Knowledge
- Unit XXIII New trends in Brand Management in India

Books Recommended:-

1. Product management – Donal R. Lehmann, Russel S. Winer
2. Strategic Brand Management – Kevin Lane Keller
3. Branding Concepts & Process – Debashish Pati
4. Marketing Management – Philip Kotler
5. Successful Branding – Pran K Choudhary
6. Brand Positioning Strategies for Competitive Advantage -Subrato Sen Gupta
7. Strategic Brand Management -Caperer
8. Behind Powerful Brands – Jones