

MB303.2: Brand Management

Course Objectives:

- To explore the various issues related to brand management and to enhance the understanding and appreciation of this important intangible strategic asset including brand associations, brand identity, brand architecture, leveraging brand assets, brand portfolio management etc.
- To understand the facets of brand positioning
- To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.

Unit-I: Concept of a Brand:

Evolution Perspectives, Anatomy, Types of Brand Names, Brand Name Associations, Brands vs. Products, Advantages of Brands to Consumers and Firms, Brand Elements Components and Choosing Brand Elements, Branding Challenges and Opportunities.

Unit -II: Brand Positioning:

Basic Concepts, Alternatives, Risks, Brands and Consumers, Strategies for Positioning the Brand for Competitive Advantage, Points of Parity-Points of Difference Buying Decisions, Perspectives on Consumer Behaviour, Building a Strong Brand, Method and Implications.

Unit-III: Brand Image:

Dimensions, Brand Associations and Image, Brand Identity, Perspective Levels and Prism. Managing Brand Image, Stages, Functional, Symbolic and Experiential Brands. Brand Equity Sources of Equity, Brand Equity Models, Brand Audits, Brand Loyalty and Cult Brands.

Unit-IV: Leveraging Brands:

Brand Extensions, Extendibility, Merits and Demerits, Line Extensions, Line Trap Co-Branding and Licensing Brands. Reinforcing and Revitalization of Brands-Need, Methods, Brand Architecture-Product, Line, Range, Umbrella and Source Endorsed Brands. Brand Portfolio Management.

Unit-V: Brand Valuation:

Methods of Valuation, Implications for Buying and Selling Brands, Applications-Branding Industrial Products, Services and Retailers, Building Brands Online, Indianisation of Foreign Brands and Taking Indian Brands Global - Issues and Challenges.

Suggested Books:

1. Kevin Lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi
2. Kapferer, Strategic Brand Management, Kogan Page, New Delhi.
3. Harsh Varma, Brand Management, Excel Books, New Delhi
4. Bently, Davis & Ginsbury, "Trade Markets and Brands", 2008, Cambridge University Press
5. Sengupta, Brand Positioning, Tata McGraw Hill

Course Outcomes :

- To use various brand management concepts to build strong brands.
- To understand various international markets and localize brands
- To design various strategies to popularize the brands in foreign markets.