

<b>Course title:</b> Brand Management			
<b>Course code:</b> PPM 195	<b>No. of credits:</b> 2	<b>L-T-P distribution:</b> 28-02-0	<b>Learning hours:</b> 30
<b>Pre-requisite course code and title (if any):</b> NA			
<b>Department:</b> Policy and Management Studies			
<b>Course coordinator:</b>		<b>Course instructor:</b> Dr Shruti Rana Sharma	
<b>Contact details:</b> shruti.rana@terisas.ac.in			
<b>Course type:</b> Elective		<b>Course offered in:</b> Semester 3	
<b>Course description:</b> More and more organisations of all types have come to the realization that one of the most valuable assets they have is the brand names associated with their products or services. Despite this recognition, very little attention has been paid to the subject in management, especially in MBA programs. Brand Management is an advanced MBA elective that addresses important branding decisions faced by an organization.			
<b>Course objectives:</b> The course's basic objectives are: 1) To increase understanding of the important issues in planning and evaluating brand strategies; 2) To provide the appropriate theories, models, and other tools to make better branding decisions and; 3) To provide a forum for students to apply these principles at the customer/consumer level that will improve managerial decision-making with respect to brands. The aim of the course is to make these concepts relevant for any type of organization (public or private, for profit and not for profit, large or small, etc.).			