

Course title: Brand Management				
Course code: PPM 195	No. of credits: 2	L-T-P distribution: 28-02-0	Learning hours: 30	
Pre-requisite course code and title (if any): NA				
Department: Department of Business and Sustainability				
Course coordinator:		Course instructor:		
Contact details:				
Course type: Elective		Course offered in: Semester III		
Course description: 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.				
Course objectives: 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.).				
Course contents				
Module	Topic	L	T	P
1	Module 1: Introduction to the module Brand Management <ul style="list-style-type: none"> • What is a Brand and why do brands matter? • The Science of Branding Understanding commodity branding, Business to Business Branding, High- Tech Branding, and Place branding • Branding challenges and opportunities in times of economic downturn • The Brand Equity Concept and Strategic Brand Management Process Case 1: Himalaya Herbal Case 2: Super Shampoo <i>Readings:</i> Chapter 1 (KLK)	6	1	0
2	Module 2 : Developing a Brand Strategy <ul style="list-style-type: none"> • Customer-based Brand Equity and role of Brand Knowledge • Sources of Brand Equity • Brand positioning and Positioning Guidelines • Brand Mantra • Brand Resonance and Brand Value Chain • The four steps of Brand Building • Luxury Branding • Brand Value Chain • Creating Customer Value Case 3: JSW Shoppe Case 4: Infosys <i>Readings:</i> Chapter 2,3 (KLK)	4	0	0
3	Module 3: Designing and Implementing Brand Marketing Programs <ul style="list-style-type: none"> • Choosing Brand Elements to build Brand Equity • Criteria, options and tactics for Brand Elements • Designing Marketing Programs to Build Brand Equity 	4	1	0

	<ul style="list-style-type: none"> Integrated Marketing Communications to Build Brand Equity Leveraging Secondary Brand Associations to Build Brand Equity Case 5: Centuryply Case 6: Reebok <i>Readings:</i> Chapter 4, 5,6,7 (KLK)			
4	Module 4: Measuring and Interpreting Brand Performance <ul style="list-style-type: none"> Developing a Brand Equity Measurement and Management System Conducting Brand Audits Designing Brand Tracking Studies Measuring Sources of Brand Equity: Qualitative and Quantitative Research Techniques Measuring Outcomes of brand Equity: Capturing Marketperformance through comparative and holistic methods Case 7: Brand Equity <i>Readings:</i> Chapter 8, 9,10 (KLK)	4	0	0
5	Module 5 : Growing and Sustaining Brand Equity <ul style="list-style-type: none"> Designing and Implementing Brand Architecture Strategies Brand Portfolios Brand Hierarchies Corporate Branding Introducing and Naming New Products and Brand Extensions Managing Brands over time Managing Brands over Geographic Boundaries and Market Segments Case 8 : Luis Vuitton In India Case 9: Saffola Case 10: Coke and Pepsi <i>Readings:</i> Chapter 11,12,13,14 (KLK)	6	0	0
6	Module 6: Project Presentations-Branding and Brand Audit	4		
	Total	28	2	0

Evaluation criteria:

Performance is evaluated on the following parameters:

- Test 1: Group-based Case Analysis :20%
- Test 2: Group-based Branding Project (Study and its Report) :30%
- Test 3: Class Participation :10%
- Test4: Written Test :40%

Indicators for Assessment: Group Based Case Analysis: Identification of the actual Decision-Making problem/Issues, Identification of appropriate data, Quality of analysis of data from within the case, Clarity in presentation of relevant conclusions that address the problems identified.

Group Based Branding Project: Formulation/definition of the actual Research Problem, Collection of appropriate primary and secondary data related to Brand chosen for study, Quality of analysis of data, Clarity in presentation of relevant conclusions that state various aspects of the Brand and its current status and future outlook.

Class Participation: Appropriateness of the response to the queries raised by faculty member and fellow students during classroom session, quality of contribution to case analysis/discussions, quality of questions raised in class for furthering the discussions around brands and branding.

Test: Accuracy of answers as well as robustness of analysis in response to questions asked in the examination.

Learning Outcomes

1. An understanding of Brand management decisions that must be made to build, measure and manage brand equity (Group Based Case Analysis).
2. Familiarization and learning to apply direct and indirect measures of brand equity, desired brand knowledge structures, how to choose brand elements and develop marketing programs, how to introduce and name new products, corporate perspectives and how to manage brands overtime and geographical boundaries (Group Based Branding project, Class Participation).
3. Consolidating all the learning related to theory and application of Branding theory and practice (Major Examination).

Pedagogical approach

The course will be delivered through lectures and discussion of case studies, research papers and articles.

Materials:

Prescribed Text Book- Kevin Lane Keller (**KLK**), ParmeswaranAmbi M.G., Jacob Isaac, Strategic Brand Management, Fourth Edition, Pearson, 2015

Other References:

1. Kapferer, Jean-Noël. The New Strategic Brand Management: advanced Insights & Strategic Thinking, Fifth Edition, Kogan Page, 2012.
2. Ind, Nicholas. Living the Brand: How to Transform Every Member of Your Organization into a Brand Champion, Kogan Page, 2007.
3. Roberts, Kevin. Love marks: the future beyond brands, Second Edition, Power House Books, 2005.
4. Taylor, David. Brand Stretch: Why 2 in 1 extensions fail, and how to beat the odds, John Wiley & Sons, Ltd, 2004.
5. Weeler, Alina. Designing Brand Identity: An Essential Guide for the Whole Branding Team. John Wiley & Sons, Inc, 2017.

Additional information (if any)**Student responsibilities**

Prepared by: Sanjay Chandwani

Course Reviewers:

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