

OPEN COURSE: BRAND MANAGEMENT (BA5OPT22)

No.of Contact Hour-4

No.of Credit: 3

OBJECTIVES OF THE COURSE:

- To understand the concept-Brand.
- To understand the process of Brand Building.
- To understand the value of Brand to an organisation.

LEARNING OUTCOME

To develop and implement strategies for successful brand portfolio management.

MODULE I

Product- Meaning and Definition, Types of product. Brand- Meaning and Definition, Importance of branding, process of branding, circular process, Types of Brands.

MODULE II

Brand Identity- Meaning and Definition, Brand Name- Attributes of a brand name, Brand name protection. Promoting your Brand-Objectives, different media.

MODULE III

Logo- Meaning and Definition. Logo design- Do's & Dont's ingredients. Word mark, Brand mark, Trademark. Tag line- Meaning and Definition, Functions.

MODULE IV

Brand positioning- Concept, advantages, process. Brand Equity- Meaning& Definition, advantages, factors contributing to brand equity, measurement of brand equity.

MODULE V

Brand extension- Meaning, advantages. Brand licensing- Meaning and benefits. Co-branding-Meaning and benefits.

References:

1. Brand Management-Moorthi, Vikas Publications
2. Brand Management- Harsh V Verma, Excel Books
3. Marketing Management- Philip Kotler, Jha & Koshy Pearson Education