

OBE based Teaching Lesson Plan 2019-20

Program: MCom (Marketing Elective)

Course Name: STRATEGIC BRAND MANAGEMENT

Course Code: P115 MA 402

Semester: IV

Lecture hours: 60

Faculty in-charge: Dr. Ritty Francis

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Illustrate the steps involved in strategic Brand Management process in the capacity of Brand Manager.	T2
CO2.	Justify the development, application and implication of customer based Brand equity model.	T3
CO3.	Evaluate the contribution of each brand element towards building brand equity.	T3
CO4.	Compare and contrast the applicability of each branding strategy in the context of Indian marketing.	T4
CO5.	Identify the factors that determine the brand imitation decision in the global context.	T2
CO6.	Evaluate the steps involved in each method of brand valuation in finance and accounting.	T3

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level

<p>Module 1: Introduction to the concept of Brand Management- Brand-Meaning, Definition, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand, Product Vs Brand. Branding-Meaning, Creation of Brands through goods, services, people, Organisation, Retail stores, Places, Online, Entertainment, Ideas, Challenges to Brand builders Brand. Management- Meaning & definition, Strategic Brand Management Process- Meaning and Steps.</p>	CO1.	6 Hrs	Web link to videos	Lecture and Interaction	Discussion	T2
<p>Module2: Customer Based Brand Equity- Meaning, Model of CBBE: Brand Equity: Meaning, Sources, Steps in Building Brands, Brand building blocks- Resonance, Judgments, Feelings, Performance, Imagery, Salience Brand Building Implications, David Aaker's Brand Equity Model. Brand Identity & Positioning: Meaning of Brand identity, Need for Identity & positioning, Dimensions of Brand Identity, Brand Identity prism. Brand</p>	CO2.	18 Hrs	Case study to be read	Lecture and Interaction	Case study analysis Assignment on brand positioning	T3

Positioning- Meaning, Point of Parity & point of difference, positioning guidelines. Brand Value: Definition, Core brand values, Brand mantras, Internal Branding.						
Module 3: Choosing Brand Elements to Build Brand Equity- Criteria for choosing brand elements, options & tactics for brand elements- brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & symbols & their benefits, Characters & Benefits, Slogans & Benefits, Packaging. Leveraging Brand Knowledge: Meaning of brand Knowledge, Dimensions of Brand Knowledge, Meaning of Leverage Secondary Brand Knowledge & Conceptualizing the leverage process. Measuring & interpreting brand performance: Brand Value chain- Designing brand tracking Studies, Establishing brand Equity Management systems.	CO3.	10 Hrs		Lecture and Interaction	Assignment on brand elements	T3
Module 4: Brand Strategies- a) Brand Extension- Meaning,	CO4.	12 Hrs		Lecture and	Discussion	T4

<p>Types, Needs, Advantages & Disadvantages of Brand Extension, Brand-Product matrix, Brand Hierarchy- Kapferer's Branding systems, Building Brand Equity at different hierarchical levels, Brand hierarchy decision- Consumer's Evaluation of Brand Extensions & Opportunities. b) Brand Personality - Meaning & Definition, types of Brand Personalities, Element of Brand Personality. C) Brand Image- Meaning & Definition, Sources of Brand Image, Brand Image for Established and New Products, Brand Image & celebrity. d) Brand repositioning: Meaning, types of repositioning strategies in Indian Marketing.</p>				Interaction		
<p>Module 5: Brand Imitations- Meaning of Brand Imitation, Kinds of Imitations, Factors affecting Brand Imitation, Imitation Vs Later market entry, First movers' advantages, Free rider effects, benefits for later entrants, Imitation Strategies. Making Brands go Global: Geographic extension, sources of</p>	CO5.	4 Hrs	Handouts	Lecture and Interaction	Presentation	T2

opportunities for global brand, single name to global brand, consumers & globalisation. Conditions favouring Marketing, Barriers to globalisation, Managerial Blockages, Organisation for a global Brand, Pathways to globalisation.						
Module 6: Financial Brand valuation and Accounting for Brands- Meaning of Financial brand equity, Accounting for brands, Evaluating brand value methods in Finance & Accounting, steps, The Evaluation of Complex cases, publication of annual reports in the press.	CO6.	10 Hrs	Web link to video	Lecture and Interaction	Discussion	T3

Continuous Internal Assessment –

- Case study analysis and presentation in class.
- Article Review.

Books for Reference:

1. A. Kevin Lane Keller; “Strategic Brand Management, Building Measuring & Managing Brand Equity” – 2nd Edition PHI/ Pearson Education Publishers, II Edition.
2. Kotler/ Keller/ Koshy/ Jha; “Brand Management” , Prentice- Hall of India, New Delhi, Twelfth Edition
3. Y L R Moorthi, “Brand Management” Vikas Publications, New Delhi, 3rd Edition (2008).
4. Jean-Noel Kapferer, “ The New Strategic Brand Management”, Kogan Page, 1st Edition(2004).

Approved by:

