UNIVERSITY OF MUMBAI

M.Com. (Business Management) – Semester II

Brand Management

Particulars	Details
Programme	M.Com. (Business Management)
Course Name	Brand Management
Total Credits	04
Total Marks	100
University Assessment	50
College Assessment	50
Prerequisite	

Learning Objectives

• To Provide the learners to understand about Branding as today's need.

• To acquaintance about the brand management and its approaches.

• To acquaint with the new image of branding and should develop the brand image for the organisations.

• To familiarize the learners with the challenges in development of branding for the company and learners should provide solutions through branding research.

Course Outcomes

• CO1) Evaluate branding challenges and develop a strategic brand equity business plan

• CO2) Scrutinise the strategic brand management for developing good branding for organisations

• CO3) Develop the idea of branding research and Co-branding.

Module 1

Unit 1: Introduction to Branding

• Meaning of Brand & Branding; Branding challenges & opportunities; Benefits of Branding; Brand Equity; Customer Based Brand Equity Model (CBBE).

• Building Strong Brand Process; Brand Elements; Branding and marketing mix; Importance of Brand Positioning.

Unit 2: Brand Management

• Strategic Brand Management Concept and Process; Brand Management and brand leadership idea; Brand Associations; Brand Performance; Brand Design and Structure.

• Role of Celebrities in Branding; Brand Recognition; Brand Asset Management; Techniques for effective Brand Management; Brand Loyalty.

Module 2

Unit 3: Branding Research

• Meaning and Importance of Brand research; Brand Measurement; Brand Audit; Importance of Brand Image; Brand Extension; Brand Personality.

• Cons of Brand Fatigue; Co-Branding; Costing of Brand Positioning; Brand Awareness.

Unit 4: New Trends in Branding

• Graphic design in Branding; Brand Hierarchy; Features of Monochromatic branding; Importance of Mascot; Branding Architecture.

• Role of Brand Management in Digital Marketing; Purpose driven Branding; Customer and employee Centric Brand Management; Storytelling branding.

References

• Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity.

• Keller Kevin Lane, Strategic Brand Management-2008.

• Elliot, Richard, Strategic Brand Management-2008.

• Kapferer, Jean-Noel, Strategic Brand Management-2000.

• Kishen, Ram, Strategic Brand Management-2013.

• Keller Kevin Lane, Strategic Brand Management 4e-2015.

• Dan Padgett and Douglas Allen, Communicating Experiences: A Narrative Approach to Creating Service Brand Image, 1997.