

BRAND MANAGEMENT

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R G P 3EF / GP 5E3
GP 114E1104

OBJECTIVES:

The objective of this course is to impart in-depth knowledge to the students regarding the theory and practice of Brand Management.

SYLLABUS:

UNIT – I:

Understanding Brands – Brand Hierarchy, Brand Personality, Brand Image, Brand Identity.

UNIT – II:

Brand Positioning; Brand Equity; Value addition from Branding – Brand-customer Relationships, Brand Loyalty and Customer Loyalty.

UNIT – III:

Managing brands; Brand Creation, Brand Extensions, Brand-product Relationships, Brand Portfolio, Brand Assessment through Research.

UNIT – IV:

Brand Identify, Position, Image, Personality Assessment and Change; Brand Revitalisation.

UNIT – V:

Financial Aspects of Brands; Branding in Different Sectors: Customer, Industrial, Retail and Service Brands.

SUGGESTED READINGS:

1. Aaker, David, A. Managing Brand Equity, New York, Free Press, 1991.
2. Cowley, Don. Understanding Brands. London, Kogan Page, 1991.
3. Czerniawski, Richard D. & Michael W. Maloney Creating Brand Royalty, AMACOM, NY, 1999.
4. Kapferer, J N. Strategic Brand Management. New York, Free Press, 1992.
5. Murphy, John A. Brand Strategy. Cambridge, The Director Books, 1990.
6. Steward, P. Building Brands Directly. London, MacMillan, 1996.
7. Upshaw, Lyhh B. Building Board Identity : A Strategy for success in a hostile market place. New York, John. Wiley, 1995.