

Course title: Brand Management			
Course code: PPM 195	No. of credits: 2	L-T-P: 28-00-00	Learning hours: 28
Pre-requisite course code and title (if any): NA			
Department: Business Sustainability			
Course coordinator: Prof. Sanjay Chandwani		Course instructor: Prof. Sanjay Chandwani	
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Course type: Elective		Course offered in: Semester 3	
<p>Course description: More and more firms 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. Strategic Brand Management is an advanced MBA elective that addresses important branding decisions faced by an organization.</p>			
<p>Course objectives:</p> <p>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 consumer level that will improve managerial decision-making with respect to brands. One aim of the course is to make these concepts relevant for any type of organization (public or private, large or small, etc.).</p>			
<p>Learning Objectives</p> <p>Strategic Brand Management is a marketing elective that is designed to improve student's marketing skills and understanding of specific marketing topics, as well as "big picture" issues of how various aspects of marketing "fit together", all from brand equity perspective. Accordingly Strategic Brand Management is organized around the product and brand management decisions that must be made to build, measure and manage brand equity.</p> <p>Specifically the course begins with two sessions that deal with the content and the context of brand management decisions. Its purpose is to provide the "big picture" for the course. The next few sessions deal with strategies and tactics to build measure and manage brand equity. These sessions address 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 over time and geographical boundaries. The remaining sessions put all this material together to consider various applications.</p>			
<p>Course Linkages</p> <p>A specialized paper in Marketing aims to draw heavily from the basics of marketing and also from other disciplines too especially in Consumer Behaviour and Advertising and Promotion Management. Infact, most issues in Consumer Behaviour are linked to behavioural patterns and purchase decisions with respect to a product brand. On the other hand, Advertising is more the visible face of the brand and needs to be looked at more from the marketer's perspective. Brand management also independently needs to be assessed too especially in the areas of Brand valuation where financial tools are used for analysis.</p>			

Course Pre-requisite

Marketing Management as well as preliminary exposure to International context of Marketing Management are two areas which are imperative for the course. Especially areas of Products and International product decisions are important to assess.

Course contents

Module	Topic	L	T	P
1	Module 1: Introduction to the module Strategic Brand Management Case 1: Himalaya Herbal Case 2: Super Shampoo <i>Reading:</i> Chapter 1,2 (KLK)	8	0	
2	Module 2 : Building Brand Equity 1 Case 3: JSW Shoppe Case 4: Infosys <i>Reading:</i> Chapter 3,4 (KLK)	4		
3	Module 3: Building Brand Equity 2 Case 5: Centuryply Case 6: Reebok <i>Reading:</i> Chapter 5,6,7, Appendix C (KLK)	4		
4	Module 4: Measuring Brand Equity Case 7: Brand Equity <i>Reading:</i> Chapter 9,10 (KLK)	2		
5	Module 5 : Managing Brand Equity Case 8 : Luis Vuitton In India Case 9: Saffola Case 10: Coke and Pepsi <i>Reading :</i> Chapter 11,12,13,14 (KLK)	6		
6	Module 6: Project Presentations- Branding and Brand Audit	4		
	Total	28	0	0

Evaluation criteria:

Performance is evaluated on the following parameters:

1. Group based Case Analysis : 20%
2. Group based branding Project : 30%
3. Class Participation : 10%
4. Major Exam : 40%

