

Uka Tarsadia University



B.B.A.

Brand Management (030030506)

5th Semester

Effective from July-2013

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Brand Management (030030506)

BBA (Sem.-5) Syllabus, effective from July -2013

Course Objective and Outcomes: Students will acquire knowledge about the brand, brand equity and brand management.

Total Hours: 52

[4 hrs. per week]

Unit-1 Brand and Brand Management

[Weightage 25%]

- 1.1. Meaning and why do Brand matters?
- 1.2. Can everything be branded?
- 1.3. Branding challenges and opportunities
- 1.4. Brand Management Process
- 1.5. Meaning and source of brand equity
- 1.6. Building a strong brand: The four steps of brand building

Unit-2 Brand Positioning

[Weightage 25%]

- 2.1. Identifying and establishing brand positioning
- 2.2. Positioning guidelines
- 2.3. Define and establishing the brand mantras
- 2.4. Internal Branding
- 2.5. Brand audits
- 2.6. Criteria, option and tactics for choosing brand elements

Unit-3 Designing Marketing programs to build Brand Equity

[Weightage 25%]

- 3.1. New perspective on marketing
- 3.2. Product strategy
- 3.3. Pricing strategy
- 3.4. Channel strategy
- 3.5. Marketing communication options

Unit-4 Managing Brand overtime

[Weightage 25%]

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- 4.1. Reinforcing brands- Maintaining Brand consistency, Protecting source of brand equity, Fortifying versus leveraging and Fine tuning supporting marketing program
- 4.2. Revitalizing Brands- Expanding brand awareness, Improving brand image and Entering new markets
- 4.3. Adjustments to the brand Portfolio- Migration strategies, Acquiring new customer and Retiring brands

Text Book:

1. Kevin Lane Keller (3rd edition). Strategic Brand Management: Building, Measuring and Managing Brand Equity, Pearson Education New Delhi.