



Mohamed Sathak - Department of Management Studies (MS-DoMS)

Document Name: CDP & CAP

Review Period: Every Semester

Validation authority: IQAC

COURSE DELIVERY PLAN

(This document is to be presented to the students during the first week of commencement of classes by the course instructor)

| | |
|---|---------------------------|
| Course Title: Brand Management | Course Code: PMF07 |
| Course Category: Elective | Semester: III |
| Total Duration (Hrs): 45 | Credits: 3 |
| Subject Expertise: Dr. Hemalatha Seeram Prof. Srikant Kapoor Dr. Padmanaba Sivakumar | |

Program Specific Outcomes:

PSO1 – Placement: To develop students with industry specific knowledge & skills added with right attitude towards becoming a successful professional in corporate world and in Public sector units.

PSO 2 - Entrepreneur: To create effective business service owners, with a growth mindset by enhancing their critical thinking, problem solving and decision-making skills.

PSO3 – Research and Development: To instill and grow a mindset that focuses efforts towards inculcating and encouraging the students in the field research and development.

PSO 4 – Contribution to Business World: To produce ethical and innovative business professionals to enhance growth of the business world.

PSO 5 – Contribution to the Society: To work and contribute towards holistic development of society by producing competent MBA professionals.

Program Outcomes:

PO1: Problem Solving Skill: Application of tools & techniques relevant to management theories and practices in analyzing & solving business problems.

PO2: Decision Making Skill: Fostering analytical and critical thinking abilities for data-based decision making.

PO3: Ethical Value: Ability to develop value-based leadership attributes.

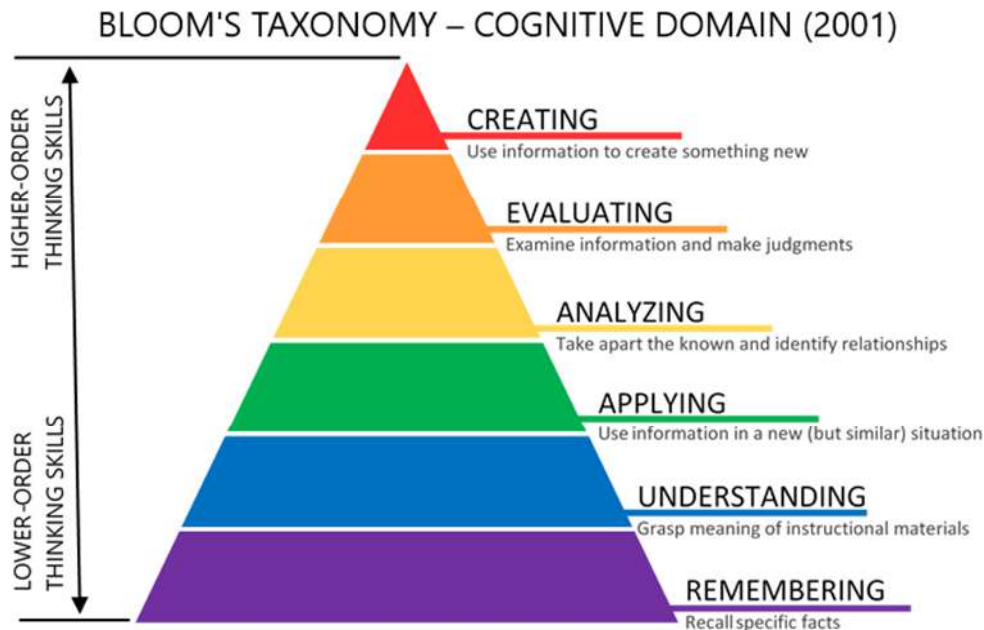
PO4: Communication Skill: Ability to understand, analyze and effectively communicate global, economic, legal and ethical aspects of business.

PO5: Individual and Team Leadership Skill: Ability to be self-motivated in leading & driving a team towards achievement of organizational goals and contributing effectively to establish industrial harmony.

PO6: Employability Skill: Foster and enhance employability skills through relevant industry subject knowledge.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society: Strive towards becoming a global influencer and motivating future generation towards building a legacy that contributes to overall growth of humankind.



The Bloom's Taxonomy is to be followed in curriculum development, courseware development, planning and delivery of contents, Assessment, Mapping, Data Analysis and

| Course Objectives | |
|--------------------------|---|
| C1 | Understand brand equity & assess the equity of a brand by applying brand equity models |
| C2 | Examine brand identity and positioning strategy by applying brand identity & positioning guidelines/templates/model |
| C3 | Ability to develop a comprehensive go to market strategy for a brand |
| C4 | Evaluate various architecture types & examine brand extension strategies for success |
| C5 | Ability to conduct brand audit & demonstrate knowledge of brand valuation and methods |

CQI (Continuous Quality Improvement)

| MAPPING OF COs TO POs | | |
|------------------------------|---|-------------------------|
| Course Outcomes | On completion of this course, students will; | Program Outcomes |
| CO1 | Understand brand equity & assess the equity of a brand by applying brand equity models | PO4,PO7 |
| CO2 | Examine brand identity and positioning strategy by applying brand identity & positioning guidelines/templates/model | PO1,PO2, PO6 |
| CO3 | Possess the ability to develop a comprehensive go to market strategy for a brand | PO4, PO6,PO7 |
| CO4 | Evaluate various architecture types & examine brand extension strategies for success | PO1, PO4 |
| CO5 | Ability to conduct brand audit & demonstrate knowledge of brand valuation and methods | PO5, PO6, PO7 |

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---|--|-----------------|------|-----------------|------|--------------|-----------|------|
| CO1 | | | | S | | | S | |
| CO2 | M | S | | | | S | | |
| CO3 | | | | M | | S | S | |
| CO4 | M | | | S | | | | |
| CO5 | | | | | S | M | M | |
| | | S-Strong | | M-Medium | | L-Low | | |
| Reading List | | | | | | | | |
| 1. | Kevin Lane Keller, Mats Georgson, & Tony Aperia, Strategic Brand Management, Kindle 2 nd Edition, 2013 | | | | | | | |
| 2. | Brand Management, Palgrave Mcmillan, 2021 | | | | | | | |
| 3. | Journal of brand management, Palgrave Macmillan | | | | | | | |
| 4. | Journal of Product & brand Management ,Emerald Publishing | | | | | | | |
| References Books | | | | | | | | |
| 1. | Aaker, D., Building Strong Brands, Simon & Schuster, 2010. | | | | | | | |
| 2. | Chevalier, M. and Mazzalovo, G., Luxury Brand Management: A World of Privilege, 2nd Edition, John Wiley and Sons, 2012. | | | | | | | |
| 3. | Dutta, K., Brand Management: Principles and Practices, Oxford University Press, 2012. | | | | | | | |
| 4. | Gupta, N.R., The Seven Principles of Brand Management, Tata McGraw-Hill Education, 2011. | | | | | | | |
| 5. | Kapferer, J.N., The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th Edition, Kogan Page, 2012. | | | | | | | |
| 6 | Keller, K.L., Strategic Brand Management, 3rd Edition, Pearson, 2011. | | | | | | | |
| Methods of Evaluation | | | | | | | | |
| Internal Evaluation | Continuous Internal Assessment Test – Assignments, Seminars, Attendance and Class Participation | | | | | | 25 Marks | |
| External Evaluation | End Semester Examination | | | | | | 75 Marks | |
| Total | | | | | | | 100 Marks | |
| Methods of Assessment | | | | | | | | |
| BTL 1 - Recall (K1) | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | |
| BTL 2 -Understand/ Comprehend (K2) | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | |
| BTL 3 - Application (K3) | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | |
| BTL 4 - Analyze (K4) | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | |
| BTL 5 - Evaluate (K5) | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | |

COURSE DELIVERY PLAN

| Period / Session | Session Topic Unit wise | Pertaining CO/CLOs & BTL | Topic Learning Outcome (TLO) | Instructional Methods | Assessment Method for TLO |
|------------------|--|--------------------------|---|----------------------------------|---------------------------|
| 1 | Unit I - Introduction Definition of Brand | CO1 & BTL 2 | Understand the definition of Branding | Lecture / PPT | Discussion Forums |
| 2 | Importance of Brands Brand Elements | CO1 & BTL 2 | Comprehended the Importance of Branding | Lecture / PPT | Practice Quiz |
| 3 | Branding Challenges and Opportunities | CO1 & BTL 2 | Understand the Challenges and Opportunities | Interactive Learning / Case lets | Discussion Forums |

| | | | | | |
|----|---|-----------------|--|---|-----------------------------------|
| 4 | Brand Equity Concept – Brand Equity Models | CO1 & BTL 2 | Define significance Brand Equity | Interactive Learning / Case Study | Discussion Forums |
| 5 | Brands vs. Products Constituents of a Brand: | CO 1 & BTL4 | Critically analyse the brands vs products | Interactive Learning | Peer Review |
| 6 | Brand Elements – Brand Identity - Image and Personality | CO 1 & BTL2&3 | Recognize and identify Brand image and personality | Self -Study | Graded Quiz- Test |
| 7 | Brand DNA, Kernel, Codes and Promises | CO1 & BTL3 | Understand the three layers of brand in strategic Brand Management | Interactive Learning | Practice Quiz |
| 8 | Point of Distribution and Point of Purchase | CO1 & BTL4 | Critically analyses the product placement. POP in retail environment | Guest Lecture / Expert Talk / Alumni Talk | Discussion Forums |
| 9 | CIA | ----- | ---- | ---- | Internal I |
| 10 | Unit II – Introduction Brand Positioning | CO2 & BTL3 | Understand the importance of Brand Positioning | Lecture | Assignment |
| 11 | Brand Positioning: Basic Concepts | CO 2 & BTL 2 &3 | Understand the Basic Concepts | PPT | Discussion Forums |
| 12 | Risks – Brands and Consumers | CO 2 & BTL 4 | Analyze brands affecting consumer behaviour | Interactive Learning | Practice Quiz |
| 13 | Competitive Advantage through Strategic Positioning of Brands | CO 2 & BTL 3 | Define the types of brand positioning strategies | Interactive Learning | Graded Quiz- Test |
| 14 | Points of Parity – Points of Difference | CO2 & BTL4 | Identify with examples of competitors | Case Study Discussion | Practice Quiz |
| 15 | Brand Building; Designing Marketing Programs to Build Brands | CO2 & BTL 5 | Design brand building concept | Self - Study | Discussion Forums |
| 16 | Role of Social Media in Brand Building | CO2 & BTL 4 | Understand the importance of Role of social media | Guest Lecture / Expert Talk / Alumni Talk | Assignment Peer Review |
| 17 | Managing and Sustaining Brands Long-Term | CO2 & BTL2 | Identify brands on sustainable visibility | Self - Study | Discussion Forums |
| 18 | CIA | ----- | ---- | ---- | Assignment & Student Presentation |
| 19 | Unit III – Introduction | CO3 & BTL 2 | Understand the concept of Brand | Lecture | Practice Quiz |

| | Brand Image | | Image | | |
|----|--|---------------|---|-------------------------------------|-----------------------------------|
| 20 | Image Dimensions, Brand Associations & Image, | CO 3 & BTL4&5 | Analyze consumer prospect on brand | PPT | Discussion Forums |
| 21 | Brand Identity; Perspectives, Levels and Prisms. | CO 3 & BTL5 | Understand Brand prism and characteristics | Case lets | Discussion Forums |
| 22 | Brand Identity; Perspectives, Levels and Prisms. | CO 3 & BTL4 | Identify the relation to one another | Case lets | Practice Quiz |
| 23 | Managing Brand Image – Stages – Functional, Symbolic and Experiential Brands | CO 3 & BTL3 | Recognize brand image consistency | Interactive Learning / Self - Study | Assignment |
| 24 | Managing Brand Image – Stages – Functional, Symbolic and Experiential Brands | CO 3 & BTL3 | Recognize brand image consistency | Interactive Learning / Self - Study | Discussion Forums |
| 25 | Brand Audits | CO3 & BTL4 | Analyze the current position and review Effectiveness | Interactive Learning | Discussion Forums |
| 26 | Brand Loyalty – Cult Brands | CO3 & BTL2 | Review the effectiveness of Brand Loyalty | Interactive Learning | Graded Quiz- Test |
| 27 | CIA | ----- | ---- | ---- | Internal II |
| 28 | Unit IV – Introduction Brand Valuation | CO4& BTL2 | Understand the Brand Valuation | Lecture | Discussion Forums |
| 29 | Methods of Valuation | CO4& BTL3 | Define the 4 approaches | PPT | Practice Quiz |
| 30 | Implications for Buying & Selling Brands | CO4& BTL2 | Understand the effectiveness | Interactive Learning | Discussion Forums |
| 31 | Leveraging Brands | CO4& BTL3 | Explain the brand leverage strategy | Case lets | Discussion Forums |
| 32 | Brand Extension – Brand Licensing – Co-branding – | CO4& BTL4 | Explain broadening a company product range | Interactive Learning | Assignment Peer Review |
| 33 | Brand Extension – Brand Licensing – Co-branding – | CO4& BTL4 | Explain broadening a company product range | Case lets | Graded Quiz- Test |
| 34 | Brand Architecture and Portfolio Management | CO4& BTL4 | Explain the performance, potential & role | Expert Talk | Practice Quiz |
| 35 | Brand Architecture and Portfolio Management | CO4& BTL5 | Define the brand portfolio and brand umbrella | Self - Study | Discussion Forums |
| 36 | CIA | ----- | ---- | ---- | Assignment & Student Presentation |
| 37 | Unit V – | CO5 & BTL2 | Understand | Lecture | Practice Quiz |

| | Introduction Branding in Practice | | Branding | | |
|--------------------------|--|------------|---|----------------------|------------------------|
| 38 | Handling Name Changes and Brand Transfer | CO5 & BTL2 | Define the need for Brand transfer | PPT | Discussion Forums |
| 39 | Brand Revitalization and Rejuvenation | CO5 & BTL4 | Analyze how branding update and changes | Interactive Learning | Discussion Forums |
| 40 | Global Branding Strategies | CO5 & BTL3 | Understand global branding strategies | Interactive Learning | Assignment Peer Review |
| 41 | Building and Managing Brands Across Boundaries | CO5 & BTL3 | Recognize global branding strategies | Case lets | Graded Quiz- Test |
| 42 | Branding Industrial Products, Services and Retailers | CO5 & BTL3 | Explain industrial branding in the B2B market | Case lets | Practice Quiz |
| 43 | Building Brands Online | CO5 & BTL2 | Understand the importance of internet branding | Expert Talk | Discussion Forums |
| 44 | Indianisation of Foreign Brands and Taking Indian Brands Global. | CO5 & BTL5 | Know branding strategies national and international | Self- Study | Assignment Peer Review |
| 45 | CIA | ----- | ---- | ---- | Review & Improvement |
| Model Examination | | | | | |

COURSE ASSESSMENT PLAN

| Continuous Internal Assessment (CIA) | Learning Outcome for Assessment | CO/CLOs | Assessment Method / Activity | Corrective Action | Duration (Hrs) | Weightage |
|--|---|----------------|-------------------------------------|--------------------------|-----------------------|------------------|
| Unit I | Understand brand equity & assess the equity of a brand by applying brand equity models | CO1 | Internal I | Assignment & Peer Review | 1.5 | 15%1 |
| Unit II | Examine brand identity and positioning strategy by applying brand identity & positioning guidelines/templates/model | CO2 | Discussion Forums & Practice Quiz | Assignment & Peer Review | 1 | 10% |
| Unit III | Possess the ability to develop a comprehensive go to market strategy for a brand | CO3 | Internal II | Assignment & Peer Review | 1.5 | 15% |
| Unit IV | Evaluate various architecture types & examine brand extension strategies for success | CO4 | Discussion Forums & Practice Quiz | Assignment & Peer Review | 1 | 10% |
| Unit V | Ability to conduct brand audit & demonstrate knowledge of brand valuation and methods | CO5 | Model Exam | Assignment & Peer Review | 3 | 50% |
| Internal Marks – 25 (20 CIA + 5 Attendance) | | | | | | |

FACULTY SIGNATURE

Head -DoMS

Head - IQAC