

Masters of Business Administration (MBA) – Semester - 3 Course Teaching Plan

Course Title: Strategic Brand Management
Course Code: 340031401
Course Credit: 4

1. Course Introduction: This course familiarizes the students with the fundamentals of Brand and Brand Management. This course intends to expose the students to the role of Brand equity, its importance and measurement, and the operational aspects of Brand management. Whether they plan to work in a multinational company or in a small dynamic organization, this course will help them immensely in developing a global or local Brand.

2. Course Objective:

- To develop an understanding of the significance of Brand Management, Brand Equity and Brand Positioning.
- To create a foundation of Planning and Implementing Brand Marketing Programs.
- To acquaint student with the concepts of Measuring and Interpreting Brand Performance.
- To familiarize students with the strategies of Growing and Sustaining Brand Equity.

3. Course Learning Outcome:

- **CLO1:** Students will be able to demonstrate the significance of Brand Management, Brand Equity and Brand Positioning.
- **CLO2:** Students will develop a foundation of Planning and Implementing Brand Marketing Programs.
- **CLO3:** Students will illustrate the basic understanding of the concepts of Measuring and Interpreting Brand Performance.
- **CLO4:** Students will develop an elementary knowledge of the strategies of Growing and Sustaining Brand Equity.

4. CLO –PO Mapping Matrix

| | PO1 | PO2 | PO3 | PO4 | PO5 |
|------|-----|-----|-----|-----|-----|
| CLO1 | 3 | 3 | 3 | 2 | 2 |
| CLO2 | 3 | 3 | 3 | 2 | 2 |
| CLO3 | 3 | 3 | 3 | 2 | 2 |
| CLO4 | 3 | 3 | 3 | 2 | 2 |

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

5. Course Contents and Session Plan (40 Hours):

| UNIT- I | |
|----------------------|---|
| Session 1-2 | What is a Brand Brands v/s. Products, Why do Brands Matter, World's Strongest Brands, Branding Challenges & Opportunities, The Brand Equity Concept, Strategic Brand Management Process |
| Session 3-4 | Customer-Based Brand Equity: Brand Equity as a Bridge, Brand Knowledge, Sources of Brand Equity: Brand Awareness and Brand Image, The Four Steps of Brand Building, Creating Customer Value, CRM, Customer Equity, Customer Equity versus Brand Equity, Significance of CBBE, The Marketing Advantages of Strong Brands, Brand Extension |
| Session 5-6 | Brand Positioning: Target Market, Nature of Competition, Points of Parity and Points of Difference, Positioning Guidelines, Competitive Frame of Reference Choosing POD, Establishing POP and POD, Updating Positioning Over Time, Core Brand Associations, Brand Mantras Brand Audits, Brand Inventory, Brand Exploratory |
| Exam hour | Unit 1 Quiz |
| UNIT 2 | |
| Session 8-9 | Brand Elements: Criteria for Choosing Brand Elements, Memorability, Meaningfulness Likability, Transferability, Adaptability, Protectability, Options and Tactics for Brand Elements, Brand Names, URLs, Logos & Symbols, Characters Slogans, Jingles, Packaging, The Psychology of Packaging. |
| Session 10-11 | New Perspective on Marketing Personalizing Marketing, Experiential Marketing, One-to-one Marketing, Permission Marketing, Reconciling the New Marketing Approaches, Relationship Marketing, Product Strategy, Perceived Quality and Value, Relationship Marketing, Pricing Strategy, Consumer Price Perceptions, Setting Prices to Build Brand Equity, Channel Strategy, Channel Design, Indirect Channels, Direct Channels, Web Strategies. |
| Session 12-13 | The New Media Environment Challenges in Designing Brand-Building Communications, Information Processing Model of Communications, Role of Multiple Communications, Marketing Communication Options, Advertising, Promotion, Event Marketing and Sponsorship, Public Relation and Publicity, Personal Selling, Developing Integrated Marketing Communication Program, Criteria for IMC Programs, Marketing Communication Guidelines, IMC Choice Criteria. |
| Session 14-15 | Leveraging Secondary Brand Knowledge Conceptualizing the Leveraging Process, Leveraging Secondary Association, Company, Country of Origin & other Geographic Areas Channels of Distribution, Co-Branding, Ingredient Branding, Licensing Celebrity Endorsement, Sporting, Cultural or other Events, Third Party |

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| | Sources. |
| Exam hour | Unit 2 Quiz |
| UNIT 3 | |
| Session 17-18 | Brand Equity Measurement System The New Accountability, Go Beyond ROI Measurement, Brand Value Chain, Value Stages, Multipliers, Designing Brand Tracking Studies What to track, How to conduct tracking studies, Establishing Brand Equity Management System, Brand Equity Charter, Brand Equity Report, Brand Equity Responsibilities |
| Session 19-21 | Capturing Customer Mind-set Qualitative Research Techniques, Free Association, Projective Techniques, Zaltman Metaphor Elicitation Technique, Brand Personality And Values, Experiential Methods, Quantitative Research Techniques, Awareness, Image, Brand responses, Brand relationships, Comprehensive Models of Customer-Based Brand Equity, Brand Dynamics, Equity Engines, Relationship to the CBBE Model, Young & Rubicam's Brand Asset Valuator (BAV), Pillar Pattern, The Power Grid, Brand Image Association, Relationship to the CBBE Model |
| Session 22-23 | Measuring Brand Equity Comparative Methods, Brand-based comparative approaches, Marketing-based comparative approaches, Conjoint analysis, Holistic Methods, Residual approaches and Valuation approaches, (Accounting Background, Historical perspectives, General Approaches, Simon and Sullivan's Brand equity value, Interbrand's Brand Valuation Methodology). |
| Exam hour | Unit 3 Quiz |
| UNIT 4 | |
| Session 25-27 | Branding Strategy or Brand Architecture Brand Boundaries, Brand Complexity, The role of Brand Architecture, Brand-Product Matrix, Breadth & Depth of Branding Strategy, Designing A Brand Portfolio, Brand Roles in the Portfolio, Flanker Brand, Cash Cow Brand, Low-end entry-level Brands, High-end prestige Brands, Brand Hierarchy, Corporate Brand, Family Brand, Individual Brand, Product Modifier and Descriptor, Corporate Image Dimensions, Designing A Branding Strategy, Number of Levels of Brand Hierarchy, Awareness & Image at Each Hierarchy Level, Combining Brand Elements from Different Levels, Linking Brand Elements to Multiple Products, Using Cause Marketing to Build Brand Equity, Advantages of Cause Marketing, Green Marketing, Crisis Marketing Guidelines, Weathering a Brand Crisis: The Tylenol Experience. |
| Session 28-30 | New Products & Brand Extensions Brand Extensions, General Strategies for Establishing a Category, Advantages & Disadvantages of Extensions, Understanding How Customers Evaluate Brand Extensions, Brand Extension and Brand Equity, Vertical Brand Extensions, Evaluating Brand Extension Opportunities, when are Brand Extensions Appropriate? Evaluating |

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| | Brand Extension Opportunities Understanding Master Brands. |
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| Session 31-32 | Branding Strategy or Brand Architecture Brand Boundaries, Brand Complexity, The role of Brand Architecture Brand-Product Matrix, Breadth of A Branding Strategy, Depth of A Branding Strategy, Designing A Brand Portfolio. |
| Session 33-35 | Branding Strategy or Brand Architecture Number of Levels of Brand Hierarchy, Awareness & Image at Each Hierarchy Level, Combining Brand Elements from Different Levels, Linking Brand Elements to Multiple Products, Developing A Brand Architecture, Adjustments to The Marketing Program, Using Cause Marketing to Build Brand Equity. |
| Exam hour | Unit 4 Quiz |
| Session 37-40 | Capstone Project |

6. Assessment Scheme:

| Specific assessment method | % Weightage | Weightage | | Theory | Practical |
|--|-------------|-----------|-----------------|--------|-----------|
| | | Faculty | External Expert | | |
| Exam | 50% | 100% | 0% | √ | √ |
| Coursera (Online course)/ Unit Quiz | 10% | 50% | 50% | √ | √ |
| Session/Documentary/ Case Study | 10% | 50% | 50% | √ | √ |
| Capstone Project | 20% | 0% | 100% | √ | √ |
| Class Participation (Articles and discussions) | 10% | 100% | 0% | √ | √ |
| | 100% | | | | |

7. Educational Resources

| Educational Resources | Description |
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| Text Book | Strategic Brand Management 3rd Edition, Kevin Lane Keller, Pearson. |
| Reference Books | The New Strategic Brand Management, Jean Noel Kapferer, 5th Edition, Kogan Page. |
| Journals/Magazine/periodicals (Specific paper details mentioned in the pedagogy with respective topics) | <ol style="list-style-type: none"> 1. Journal of Brand Management. 2. Journal of Product & Brand Management. 3. Journal of Marketing Research Services. |
| Video lecture (NPTEL, MOOC, you tube lecture) | <ol style="list-style-type: none"> 1. MOOC on Brand Management by Coursera & Alison. 2. https://www.mooc-list.com/course/brand-management-aligning-business-brand-and-behaviour-coursera 3. https://alison.com/courses/fundamentals-of-brand-development/content#event=login |

