



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc.), 6th Semester
Branch: Sales & Marketing Management
Subject Name: Branding Strategies
Subject Code: 1162206

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
0	0	15	15	0	0	100	100	200

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA-Progressive Assessment

Content:

Sr. No.	Content	Hrs.
1	<ul style="list-style-type: none"> • Introduction <ul style="list-style-type: none"> ➤ Branding Strategy ➤ Importance of Branding ➤ Challenges of Branding ➤ Opportunities of Branding ➤ What can be branded? 	50
2	<ul style="list-style-type: none"> • Customer-Based Brand Equity and Brand Positioning <ul style="list-style-type: none"> ➤ Customer-Based Brand Equity ➤ Identifying and Establishing Brand Positioning ➤ Positioning Guidelines ➤ Defining a Brand Mantra 	50
3	<ul style="list-style-type: none"> • Choosing Brand Elements to Build Brand Equity <ul style="list-style-type: none"> ➤ Criteria for Choosing Brand Elements ➤ Options and Tactics for Brand Elements ➤ Secondary Brand ➤ Sources of secondary Brand Associations 	50
4	<ul style="list-style-type: none"> • Measuring and Interpreting Brand Performance <ul style="list-style-type: none"> ➤ Brand Tracking ➤ Establishing a Brand Equity Management System ➤ Brand Revitalizing ➤ Brand Extension ➤ Global Brand Strategies 	50
Total		200

Course Outcomes:

After learning the course the students should be able to understand:

1. They can learn Branding Strategies & Importance of Branding
2. They can learn Customer-Based Brand Equity & Brand Mantra
3. They can learn Brand Elements & Brand Equity
4. They can learn Brand Extension & Global Brand Strategies