



1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Familiarize the students with the new trend of marketing and that is Digital Marketing.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> Understanding key concepts and terminology used in Digital marketing and its primary platforms.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> Gain digital exposure of globally accepted and proven theories and practices of digital marketing
Effective Communication (EC)	<ul style="list-style-type: none"> To develop the knowledge and skills to effectively engage with customers across a diverse range of online platforms in marketing

2. Course Duration: The course duration is of 40 sessions of 60 minutes each.

3. Modules

Module No	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<p>Brands and Branding Definition of Brand, Why brands matter, can anything be branded, what are stronger brands, meaning and importance of branding, advantages and disadvantages of branding, Branding decisions, Brand management process, Customer based brand equity</p>	8	14
II	<p>Elements of Branding Brand communication- Purpose, strategies, Process, communication tools and decisions Brand Positioning- concept, key decisions and approaches Brand image- development process, image and identity integration Brand Personality- Building meaningful personalities for brands, Elements of Brand Personality, Dimensions of Brand Personality</p>	13	21
III	<p>Managing Brands over geographic borders Global branding- concept, barriers to global branding, benefits of global branding, Global brand strategy- brand equity, brand positioning, standardization verses customization, developing verses developed markets, building global CBBE, strategic implications of global branding</p>	11	20
IV	<p>Special Applications of Brand management</p> <ul style="list-style-type: none"> Launching new brands globally- brand platforms, brand portfolio, campaign, brand name(s) Brand revitalization at global level- growth, maturity and decline of brands, brand revitalization strategy Brand extension- concept, types, process, advantages and disadvantages, evaluation opportunities of extension, managing brand extension 	8	15



	<ul style="list-style-type: none"> Digital branding globally- online brands, digital brand experience, challenges of digital branding, web branding, digital branding strategies 		
V	<p>Application:</p> <p>Reading 1 : Factors affecting Brand loyalty : A study in an emerging Market on FMCG</p> <p>Reading 2: Cultural Values and Branding in an Emerging Market : Indian Context</p> <p>Reading 3 : Linkages Between Brand Personality and Brand Loyalty : A qualitative Study in an Emerging Market : An Indian Context</p> <p>Reading 4 : Cultural Dimensions and MNC brands: A study in the Indian Context</p> <p>Reading 5 : Research Dimensions in Point of Purchase</p>	-----	(50 Marks of CEC Internal Evaluation)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	<ul style="list-style-type: none"> • Continuous Evaluation Component 	30 marks
	<ul style="list-style-type: none"> • Class Presence & Participation • Quiz 	10 marks 10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Panda Tapan	Product and Brand Management	Oxford	latest
2	Keller, Parmeswaran, Jacob	Building, Measuring and Manageing Brand Equity	Pearson	latest
3	S. Ramesh Kumar	Consumer behavior and Branding	Pearson	2009

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.

1. Brand Equity
2. www.afaqs.com
3. Brand Reporter
4. Indian Journal of Marketing
5. Journal of Brand Management