



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB04092011

Course / Subject Name : Brand Management

w. e. f. Academic Year:	2024-25
Semester:	4
Category of the Course:	Specialization Marketing (Major 4)

Prerequisite:	Marketing Management
Rationale:	The goal of this course is to make students understand the basic Branding principles and expose them to contemporary Branding methods. They will also understand important issues in planning, formulating, implementing, and evaluating Brand strategies.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	To examine core concepts in Branding and other related concepts like CBBE, Brand elements, Brand positioning, Brand associations, Brand extension, Brand architecture, Brand portfolio	Understanding
02	To formulate strategies for building Brand equity	Understanding, Apply
03	To measure and interpret Brand performance and evaluate strategies for building Brand equity	Apply, Evaluate, Create
04	To understand and evaluate strategies for changes in Branding strategies for international business	Understanding, Apply, Evaluate
05	To understand Branding in digital era	Understanding

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE (E)		PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



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Course Content:

Unit No.	Content	No. of Hours	Marks
1.	Brand and Brand Management: Brand and its applications on products and services Importance of Brand, Branding challenges, Brand equity, Brand management process	10	20
2.	Customer Based Brand Equity: CBBE, Brand knowledge, Brand positioning, Brand building process, Brand value chain, Brand elements	13	30
3.	Building Brand Equity: Designing Marketing program for Brand equity, Secondary Brand associations, Measuring sources and outcomes of Brand equity	11	25
4.	Brand architecture: Brand architecture strategy, Brand portfolios, Brand hierarchies, Corporate Branding, Brand extension Special Topics: Managing Brands over geographical boundaries- Global Branding, Customizing marketing mix for local markets, Marketing in developing and developed markets Branding in Digital Era- Key issues, digital communications, social media- paid channels, influencer marketing, celebrities, content marketing	11	25



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5.	For selected Brands, identify how different concepts that are covered in syllabus are implemented for these Brands. Also identify ways to improve these concepts from their present status.	15	CEC
Total		60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10	20	20	20	20	10

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Strategic Brand Management; By Kevin Lane Keller, M. G. Rameswaram, Isaac Jacob; Pearson Education
2. Brand Management Principles and Practices; By Kirti Dutta; Oxford University Press
3. Managing Indian Brand, Marketing Concepts & Strategies; By S. Ramesh Kumar; Vikas Publication
4. Brand Management, The Indian Context; By YLR Moorthi; Vikas publication

(b) Journals:

1. Journal of Product & Brand Management
2. Indian Journal of Marketing
3. Brand Reporter

CO- PO Mapping:

Semester 4	Subject Name: Brand Management				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	-	3	-	-
CO2	3	1	-	-	3
CO3	2	-	1	-	3
CO4	1	-	-	2	-
CO5	1	3	-	2	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.
