

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM (MASTERS IN APPLIED MANAGEMENT)
DUAL DEGREE PROGRAMME
Year – V (Semester – IX)

Specialization: Marketing
Subject Name: Brand Marketing
Subject Code: 4190523

1. Course Objective: The purpose of the Brand Marketing course is to provide a fundamental understanding of how to build, measure, and manage a brand. Understand the terminology, concepts and activities of brand marketing. Understand the brand equity concept, Enhance awareness and knowledge about branding issues in industries. To Increase the understanding of the important issues in planning, implementing and evaluating brand strategies.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

3. Course Content:

Module No	Module content	No. Of Session	Marks (70 External Exam)
I	Brand, The Brand Equity Concept, Strategic Brand Management Process, Sources of Brand Equity, Brand Building, Creating Customer Value.	7	17
II	Identifying and Establishing Brand Positioning, Positioning guidelines, Defining and Establishing Brand Mantras, Brand Audit, Choosing Brand Elements to Build Brand Equity.	7	17
III	Designing Marketing Programs to Build Brand Equity, Personalizing Marketing, Product Strategy, Pricing Strategy, Channel Strategy. Leveraging Secondary Brand Associations to Build Brand Equity.	7	18
IV	Designing and Implementing Branding Strategies Managing Brands over Geographic Boundaries and Market Segments.	7	18
V	Practice using brand-building concepts using a brand that you know well (or should get to know better). Find out consumer association with different brand with the help of Internal or External data.	8	(20 Marks of CEC Internal Evaluation)

4. Teaching Methods:

The course will use the following pedagogical tools:

A, Lectures

B, Assignments / Quizzes / Class participation etc.

C, Case Discussion,

5. Evaluation:

A	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	Weightage 50 marks (Internal Assessment)
B	Mid-Semester Examination	Weightage 30 marks (Internal Assessment)
C	End –Semester Examination	Weightage 70 marks (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	Kevin Lane Keller	Strategic Brand Management	Pearson Education	Third Edition
T2	S. Ramesh Kumar	Managing Indian Brand, Marketing Concepts & Strategies	Vikas	Latest Edition

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	YLR Moorthi	Brand Management, The Indian Context	Vikas	Latest Edition
R2	Dr. K. Sasikumar, Dr. K.S. Chandrasekar	Brand Management Practices - Issues and Trends	Himalaya Publishing House Pvt. Ltd.	Latest Edition
R3	Kirti Dutta	Brand Management- Principles and Practices	Oxford University Press	First

8. List of Journals/ Periodicals/ Magazines/ Newspapers:

The economic times (brand equity), Brand Reporter, Indian management, Harvard business review, Indian journal of marketing.

9. Session Plan:

Session no.	Topic
1 – 2	Brand, The Brand Equity Concept,
3 – 4	Brand Management Process, Sources of Brand Equity,
5 – 7	Brand Building, Creating Customer Value.
8 – 9	Identifying and Establishing Brand Positioning, Positioning guidelines,
10 – 12	Defining and Establishing Brand Mantras, Brand Audit
13 – 14	Choosing Brand Elements to Build Brand Equity
15 – 18	Designing Marketing Programs to Build Brand Equity, Personalizing Marketing,
19 – 21	Product Strategy, Pricing Strategy, Channel Strategy.
22 – 23	Leveraging Secondary Brand Associations to Build Brand Equity
24 – 26	Designing and Implementing Branding Strategies
27 – 28	Managing Brands over Geographic Boundaries and Market Segments.
29 – 36	Practice using brand-building concepts using a brand that you know well (or should get to know better). Find out consumer association with different brand with the help of Internal or External data.