



Sub Committee for Curriculum Development  
Marketing Specialization

**Course Name: Fundamentals of Brand Management**

**Course Code: T2467**

**Number of Credits: 3**

**Course Code: MM U 017**

**Course Range : 300-499**

**Level: 3**

**Learning Objective(s):**

- i) To understand fundamentals, relevant theories in branding
- ii) To understand important issues in planning, and implementing brand strategies.
- iii) To understand the meaning of brand equity.

**Pedagogy:**

1. Lectures
2. Media articles
3. Assignment
4. Group Presentation

**Pre-learning:**

1. Marketing Management

## Course Outline

Sr. No.	Topic	Hours
1.	Understanding Brands i) What is a Brand, Product vs Brand ii) Why Branding? - Brand Role & Relevance	4
2.	Evolution of brand and brand equity concept. Strategic Brand Management Process	5
3.	Brand as relationship builders Value of brands to manufacturers, retailers and consumers and any other stakeholders	5
4.	Consumers and brands i) Brand & Branding perspectives ii) Creating customer value	6
4	Overview of Brand Positioning i) Brand Positioning – the concept ii) Approaches to brand positioning	6
5	Understanding Brand Architecture, i) Brand hierarchy ii) Brand portfolio	6
6	Brand Communication Programs i) Brand elements for communication ii) Communication channel	6
8	Contemporary issues in Branding & Case studies on innovative branding.  i) Online Branding ii) Emotional Branding iii) Social Branding iv) Cause Related Branding v) Brand Communities vi) Sports Branding	7
	<b>Total Hours</b>	<b>45</b>

Textbooks and Reference Material:

1. Strategic Brand Management (3rd Edition) by Kevin Lane Keller, M. G. Parameswaran. & Issac Jacob (To be distributed to students from Book Bank under sharing basis).
2. Positioning; Al Ries and Jack Trout
3. Building Strong Brands by Aaker.

Suggested Evaluation Methods:

2 credits – 100 marks

- i) Internal – 60 marks
  - a. Class Test - 30 marks (Individual)
  - b. Assignments - 15 marks (Group)
  - c. Brand Quiz– 15 marks (Individual/Group)
- ii) External- 40 marks

Parallel/Similar courses the existing curriculum:

S.No.	Name of the course	Institute where it was offered
1.	Brand Management	SCMHRD
2.	Brand Management	SIIB
3.	Brand Management	SIMS
4.	Brand Management	SITM
5.	Brand Management	SCMS PUNE
6.	Product and Brand Management	SIBM PUNE
7.	Product and Brand Management	SIBM BENGALURU
8.	Product and Brand Management	SITM
9.	Product and Brand Management	SIOM AS MINOR

Name of Member	Prof. Tarun Ghosh	Dr. Trupti Dhote	Ms. Nivedita Sharma	Dr. Swati Nalawade	
Designation	Faculty	Assistant Professor	Assistant Professor	Associate Professor	
Org. / Inst.	SIMC UG Pune	SITM Pune	SIIB Pune	SIMS, Pune	
Signature					

Name of the Expert:

Signature:

Date:

Benchmarking:

1. Strategic Brand Management Course Outline – Wharton University of Pennsylvania, Spring 2013.
2. [http://bschool.nus.edu/Portals/0/images/BBA/docs/MKT3418\\_S2.pdf](http://bschool.nus.edu/Portals/0/images/BBA/docs/MKT3418_S2.pdf)
3. <http://www.brescia.uwo.ca/academics/CourseOutlines/Archive/2011-2012/documents/MOS4415Sharen.pdf>
4. Canadian Marketing Association : <http://www.the-cma.org/education-events/certificates/branding/outline>
5. XIM B – Product and Brand Management - [http://www1.ximb.ac.in/users/Off/Dean/DoDox4Co.nsf/27e84f44a7052f4ce52569fe00080a03/2586493e91883b91652579510031d453/\\$FILE/Course%20Outline-PBM.pdf](http://www1.ximb.ac.in/users/Off/Dean/DoDox4Co.nsf/27e84f44a7052f4ce52569fe00080a03/2586493e91883b91652579510031d453/$FILE/Course%20Outline-PBM.pdf)