



Program	Master of Business Administration (MBA)	Semester - 4
Type of Course	Major	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	0	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Module I Branding & Brand Management: <ul style="list-style-type: none"> What Is a Brand? Why Do Brands Matter? Can Anything Be Branded? Branding Challenges and Opportunities The Brand Equity Concept, Strategic Brand Management Process Customer-Based Brand Equity & Brand Positioning: <ul style="list-style-type: none"> Customer-Based Brand Equity (Sources of Brand Equity & Building Strong Brand) Identifying and Establishing Brand Positioning, Positioning Guidelines Defining a Brand Mantra 	15	25
2	Module II Choosing Brand Elements to Build Brand Equity: <ul style="list-style-type: none"> Criteria for Choosing Brand Elements Options and Tactics for Brand Elements Leveraging Secondary Brand Associations to Build Brand Equity: <ul style="list-style-type: none"> Conceptualizing the Leveraging Process Sources of secondary Brand Associations 	15	25
3	Module III Measuring and Interpreting Brand Performance Developing a Brand Equity Measurement and Management System: <ul style="list-style-type: none"> The Brand Value Chain Designing Brand Tracking Studies Establishing a Brand Equity Management System Measuring Sources of Brand Equity (Capturing Customer Mind-Set): <ul style="list-style-type: none"> Overview Qualitative Research Techniques Quantitative Research Techniques Comprehensive Models of Consumer-Based Brand Equity 	15	25
4	Module IV	15	25



Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	Designing and Implementing Branding Strategies: <ul style="list-style-type: none"> Brand Architecture & Brand Hierarchy Designing Branding Strategies Using Cause Marketing to build Brand Equity Brand Extensions- Advantages & Disadvantages, how consumers evaluate brand extensions) Managing Brands over Time: <ul style="list-style-type: none"> Reinforcing brands Revitalizing brands Managing Brands over Geographic Boundaries Global brand strategies 		
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy				
Level	Understanding	Analyze	Evaluate	Create
Weightage	25	25	25	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Define the main concepts and explain the purpose of branding. Examine brand concepts in real-life setting by articulating the context of and the rationale for the application
CO2	Discuss the process and methods of brand management, including how to establish brand identity
CO3	Create and retain brand equity; operational aspects of brand management
CO4	Analyze the Impact of various brand building tools.

CO PO Mapping				
CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	2	3	3	2
PO - 2	2	2	2	3
PO - 3	1	1	2	1
PO - 4	2	2	2	2
PO - 5	1	2	2	1

Reference Books	
1.	Strategic Brand Management (TextBook) By Kevin Lane Keller Pearson Publication Latest Edition
2.	Brand Management Principles and Practices By Kirti Dutta Oxford University Press Latest Edition