

PFT7J003

BRAND DESIGN AND MANAGEMENT

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Module I

Basics Understanding of Brands–Definitions-Branding Concepts, Brand name and logos, Criteria for choosing brand elements, Significance of Brands, Different Types of Brands–Cobranding–Store brands.

Module II

Strategic Brand Management process, Building a strong brand, Brand positioning Establishing Brand values, Brand vision, Brand Element, Branding for Global Markets, Competing with foreign brands, Brand Loyalty programmes, Brand Promotion Methods. Role of Brand ambassadors, Online Brand Promotions.

Module III

Brand Adoption Practices–Different type of brand extension–Factors influencing decision for extension–Re-branding and re-launching. Measuring Brand Performance– Brand Equity Management. Store brand strategy, benefits for the customers and retailers, Role of Brand Managers, Branding challenges & opportunities.

REFERENCE BOOKS:

1. Mathew, Brand Management–Text & cases, MacMillan, 2008.
2. Building Brand Value: Five Steps of Building Powerful Brands, M.G. Parameswaran, 2006, New Delhi: Tata McGraw Hill.
3. Brand Management, H. V. Verma, 2004, New Delhi: Excel Books.
4. Tybout and Kotler, Kellogg on Branding, Wiley, 2008.
5. Strategic Brand Management Kevin Lane Keller, M.G. Rameswaram and Isaac Jacob, Pearson Education, Third Edition.