

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme	Bachelor of Business Administration			Branch / Spec.	Marketing Management					
Semester	IV			Version	1.0.0.0					
Effective from Academic Year		2025-26		Effective for the Batch Admitted in			July 2024			
Subject Code	BMAR204		Subject Name		Brand Management					
Teaching Scheme				Examination Scheme (Marks)						
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	04	00	00	00	04	Theory	50	50	100	
Hours	04	00	00	00	04	Practical	00	00	00	

Pre-requisite:

Students should have a basic understanding of Marketing Management subject.

Objective:

The course aims at providing fundamental knowledge and exposure to the concepts, theories, and practices in the field of Brand Management.

Learning Outcomes/Course Outcomes:

On successful completion of the course, the students will be able to:

CO1- understand basic concepts of Brand Management.

CO2- come to know about brand evaluations and positioning.

CO3- have an idea about Brand Equity and the relationship between brands and consumers.

CO4- understand various branding strategies

Mapping of PO-CO and PSO-CO:

Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	2	3	3	3	3	3	2	3	2	3
CO2	2	2	1	1	1	2	2	2	2	2	1	2	1	2
CO3	2	2	1	1	1	2	2	2	2	2	1	2	1	2
CO4	3	3	2	2	2	3	3	3	3	3	2	3	2	3

Theory Syllabus

Unit	Content	Hrs.
1	Concept of Brand The Beginning, Brand and Product, Brand Perspective, Brand Perspective: The Six Possibilities, Anatomy of The Brand, What is a Brand?, Why Brands Make Sense?, Brands Are Consumer Possessed,	15
2	Brand Evaluations and Positioning Brand Evaluations: Consumerization Continuum, Brand Levels, Value Hierarchy, Brand Evaluation, Brand Positioning: Evaluation, Position and Product Position, 3 Cs of Positioning, Competitive Positioning: POPs and PODs, Positioning Strategy, Brand Success,	15
3	Brands and Consumers & Brand Equity Brands and Consumers: The Buying Decision, Perspective on Consumer Behavior, Making Brand Succeed, Building Superior Brands, Brand Equity: Defining Brand Equity, Brand Image Constellation, Brand Image Dimensions, Assets and Liabilities, Brand Report Card,	15
4	Brand and Firm Product Branding, Line Branding, Range Branding, Umbrella Branding, Source/Double Branding, Endorsement Branding, Brand Relationship Spectrum, Choosing a Branding Strategy, Brand Valuation, Method of Brand Valuation,	15
	Exam: Theory 100%	

Text Book:

Text Book:	Harsh V. Verma, Brand Management Text and Cases, Second Edition, Excel Books
Reference Books:	
	M.G.Parmeswaran, Building Brand Value, Tata Mc Graw-Hill
	Tapan K. Panda, Building Brands in the Indian Market, Excel Books

	Y.L.R Moorthi, Brand Management in Indian Context, Vikas
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Online Resource:

	https://www.youtube.com/watch?v=YjQNiCvVY5A https://onlinecourses.swayam2.ac.in/imb19_mg04/preview (Brand Management-By Preeti Krishnan Lyndem) https://onlinecourses.nptel.ac.in/noc23_mg117/preview
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