

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:																
	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
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_mgl17/preview