

| GANPAT UNIVERSITY | | | | | | | | | |
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| FACULTY OF MANAGEMENT STUDIES | | | | | | | | | |
| Programme | | Master of Business Administration | | | | Branch/Spec. | | Marketing | |
| Semester | | IV | | | | Version | | 1.0.0.1 | |
| Effective from <i>Academic Year</i> | | | 2021-22 | | | Effective for the batch Admitted in | | | June 2020 |
| Subject code | | 2IVA06SMB | | Subject Name | | STRATEGIC MARKETING AND BRAND MANAGEMENT | | | |
| Teaching scheme | | | | | Examination scheme (Marks) | | | | |
| (Per week) | Lecture(DT) | | Practical(Lab.) | | Total | | CE | SEE | Total |
| | L | TU | P | TW | | | | | |
| Credit | 4 | 0 | 0 | 0 | 4 | Theory | 60 | 40 | 100 |
| Hours | 4 | 0 | 0 | 0 | 4 | Practical | - | - | - |
| Pre-requisites: | | | | | | | | | |
| Objectives | | | | | | | | | |
| The Objective of the course make student understand different conceptual framework, Strategies and techniques for Marketing and Creating and Sustaining Brand Management | | | | | | | | | |
| Learning Outcomes: | | | | | | | | | |
| 2IVA06SMB.CO1: Understand the principles and frameworks of strategic marketing and brand management in dynamic business environments. | | | | | | | | | |
| 2IVA06SMB.CO2: Analyze market opportunities and customer insights to formulate effective marketing strategies and brand positioning plans. | | | | | | | | | |
| 2IVA06SMB.CO3: Develop skills to build, manage, and sustain strong brands through integrated marketing communications and brand equity management. | | | | | | | | | |
| 2IVA06SMB.CO4: Evaluate strategic marketing decisions using analytical tools and metrics to drive competitive advantage and long-term business growth. | | | | | | | | | |
| Theory syllabus | | | | | | | | | |
| Unit | Content | | | | | | | | Hrs |
| 1 | Introduction to Strategy and Understanding Opportunity: Market-Oriented Perspectives Underlie Successful Corporate, Business, and Marketing Strategies, Corporate Strategy Decisions and Their Marketing Implications, Business Strategies and Their Marketing Implications, Understanding Market Opportunities, Measuring Market Opportunities: Forecasting and Market Knowledge, Targeting Attractive Market Segments. | | | | | | | | 15 |
| 2 | Formulating Marketing Strategies and Implementation: Marketing Strategies for New Market Entries, Strategies for Growth Markets, Strategies for Mature and Declining Markets, Marketing Strategies for a Digitally Networked World, Organizing and Planning for Effective Implementation, Measuring and Delivering Marketing Performance. | | | | | | | | 15 |
| 3 | Introduction to Branding: Customer-Based Brand Equity and Brand Positioning, Brand Resonance and the Brand Value Chain, Choosing Brand Elements to Build Brand Equity, Designing Marketing Programs to Build Brand Equity, Integrating Marketing Communications to Build Brand Equity, Leveraging Secondary Brand Associations to Build Brand Equity. | | | | | | | | 15 |
| 4 | Brand Performance and Brand Equity: Developing a Brand Equity Measurement and Management System, Measuring Sources of Brand Equity, Measuring Outcomes of Brand Equity, Designing and Implementing Branding Architecture Strategies, Introducing and Naming New Products and Brand Extensions. | | | | | | | | 15 |
| Practical content | | | | | | | | | |
| Text Books | | | | | | | | | |
| 1 | Orville C. Walker, Jr & John W. Mullins, Marketing Strategy A Decision Focused Approach, McGraw Hill Publications (8 th Edition). | | | | | | | | |
| 2 | Kevin Lane Keller, Strategic Brand Management, Building, Measuring, and Managing Brand Equity, Pearson Publications (4 th Edition). | | | | | | | | |
| Reference Books | | | | | | | | | |
| 1 | Cravens, D W. -Strategic Marketing, Homewood Illinois, Richard D. Irwin. | | | | | | | | |

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| 2 | Kaynak, E and Savitt, R. -Comparative Marketing Systems. New York, Praegar. |
| 3 | Porter, M. E. -Competitive Advantage: Creating, Sustaining Superior Performance. New York, Free Press. |
| 4 | Aaker, David, A. -Managing Brand Equity. New York, Free Press. |
| 5 | Cowley, Don. -Understanding Brands,. London, Kogan Page. |
| 6 | Murphy, John, A. -Brand Strategy. Cambridge, The Director Books. |
| 7 | Steward, P. -Building Brands Directly. London, Macmillan. |

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

| Semester 4: Course Name: 2IVA06SMB STRATEGIC MARKETING AND BRAND MANAGEMENT | | | | | | | |
|------------------------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Course outcomes | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| 2IVA06SMB.CO1 | 3 | 3 | 1 | 2 | 1 | 1 | 0 |
| 2IVA06SMB.CO2 | 2 | 3 | 1 | 2 | 1 | 0 | 1 |
| 2IVA06SMB.CO3 | 1 | 2 | 1 | 3 | 3 | 0 | 1 |
| 2IVA06SMB.CO4 | 2 | 3 | 1 | 3 | 3 | 0 | 1 |

| Semester 4: Course Name: 2IVA06SMB STRATEGIC MARKETING AND BRAND MANAGEMENT | | | |
|------------------------------------------------------------------------------------|-------------|-------------|-------------|
| Course outcomes | PSO1 | PSO2 | PSO3 |
| 2IVA06SMB.CO1 | 2 | 2 | 2 |
| 2IVA06SMB.CO2 | 3 | 3 | 2 |
| 2IVA06SMB.CO3 | 3 | 3 | 2 |
| 2IVA06SMB.CO4 | 3 | 1 | 3 |