



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-4 (MBA)

Subject: Brand Management - MBAMM14514

Type of course: Major (Core)

Prerequisite:

Students should have foundational knowledge in marketing management and consumer behavior.

Rationale:

The course provides in-depth insights into brand creation, development, and management strategies essential for sustaining competitive advantage in a dynamic marketplace.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-Classroom Instructions; T – Tutorial; P – Practical; C – Credit; SEE – Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Introduction to Branding and Brand Equity: Definition and importance of brands, Brand elements and their role, Concept of brand equity and its components (brand awareness, brand associations, perceived quality), Building and measuring brand equity, Strategic brand management process, Role of brands in consumer decision-making.	15	25



2	Brand Positioning and Identity: Brand positioning strategies, Identifying and establishing brand positioning, Points of parity (POP) and points of difference (POD), Brand identity and personality, Value propositions and brand promise, Brand resonance and its importance, Repositioning a brand.	15	25
3	Brand Architecture and Brand Extensions: Understanding brand architecture (house of brands, branded house, hybrid), Managing a brand portfolio, Brand extensions and co-branding strategies, Risks and benefits of brand extensions, Sub-brands, parent brands, and umbrella branding, Global branding strategies and challenges.	15	25
4	Brand Communication and Brand Revitalization: Integrated marketing communication (IMC) for branding, Role of digital and social media in brand communication, managing brand relationships with customers, Brand revitalization and rebranding strategies, Handling brand crises and maintaining brand consistency, Evaluating brand performance and sustainability.	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	POP and POD Analysis Students will be assigned with a task to analyse two competing brands for their points of parity (POP) and points of difference (POD) and make a presentation discussing insights and strategic recommendations based on the analysis and submit the PPT on GMIU Web Portal.	10
2	Brand Extension Pitch Students are assigned to develop an innovative brand extension idea for an existing brand, detailing how it leverages existing equity and pitch the extension idea, providing justifications for its potential success in future Indian market and submit the PPT on GMIU Web Portal.	10
3	Global Branding Challenge Students are supposed to research about a brand that has successfully expanded into global markets, discussing challenges and strategies used by the brand and make a report on findings, including a presentation that highlights key takeaways and submit it on GMIU Web Portal.	10



4	Digital Marketing Strategy Students are supposed to analyse a specific brand's use of digital and social media in its marketing strategy and create a report on effectiveness, engagement metrics, and recommendations for improvement in brand's marketing strategies; Submit the report on GMIU Web Portal.	10
5	Brand Revitalization Project Students have to choose a declining brand and propose a comprehensive revitalization strategy, including marketing approaches and new branding elements and make a PPT for the same and upload it on GMIU Web Portal.	10
Total		50

Suggested Specification table with Marks (Theory): 60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	0%	20%	10%	10%

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

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the fundamentals of branding and how brand equity is created and measured.
CO2	Analyze brand positioning strategies and build strong brand identity aligned with market and consumer needs.
CO3	Develop and manage complex brand portfolios and understand the impact of brand extensions on the parent brand.
CO4	Design effective brand communication strategies and handle brand revitalization and crisis situations.



Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] Kevin Lane Keller, "Strategic Brand Management: Building, Measuring, and Managing Brand Equity", Pearson. Comprehensive coverage on Brand Equity, Positioning, and Brand Management processes.
- [2] David A. Aaker, "Aaker on Branding: 20 principles that drive success", Morgan James Publishing. Focuses on Brand Architecture, Brand Equity, and Effective Brand Management Strategies.
- [3] Jean-Noel Kapferer, "The New Strategic Brand Management: Advanced Insights and Strategic Thinking", Kogan Page. In-depth understanding of Brand Identity, Brand Positioning, and Managing Brand Extensions.
- [4] Philip Kotler and Kevin Lane Keller, "Marketing Management", Pearson. General marketing principles with sections dedicated to brand building, positioning, and managing global brands.
- [5] Al Ries and Laura Ries, "The 22 Immutable Law of Branding", Harper Business. Practical insights into brand communication, Positioning, and brand extension strategies.

