School of Business, Public Policy & Social Entrepreneurship
Ambedkar University Delhi
Course Outline

Course Code: SBP2MB611

Title: Brand Management

Type of Course: Elective (Marketing)

Cohort for which it is compulsory: NA

Cohort for which it is Elective: MBA (II Year)

No. of Credits: 2

Attendance: 80 % attendance is mandatory

Semester and Year Offered: Semester IV (Slot I) January 8, 2017 to March 31, 2017

Course Coordinator and Team: Kartik Dave

Email of course coordinator: **kartik@aud.ac.in**

Pre-requisites: Marketing Management

Aim: The objective of the course is to develop an understanding of concepts associated with building brand equity, and managing brand identity.

Brief Description of Modules/ Main Modules

Unit 1: Introduction to Brand and Brand Management: (6 hours)
Brand equity; Brand positioning and brand elements

Unit 2: Leveraging Secondary Brand Associations (6 hours)
Place/country of origin, distribution; Co-branding, licensing, celebrity, events

Unit 3: Brand Equity Measurement System (4 hours)
Brand value chain; Tracking studies; Brand management tools, PBM exercises

Unit 4: Measuring Sources of Brand Equity (4 hours)
Research techniques; Brand valuation; Aaker's brand equity model; Interbrand method

Unit 5: Designing and Implementing Branding Strategies (6 hours)
Brand architecture; Brand hierarchy, designing strategy; Corporate branding

Unit 6: Managing Brands over Time (6 hours)
Brand extension; Revitalizing brands

Assessment Details with weights:

Assessment	Weightage
Case analysis and presentations	20 %
Mid Term	30 %
Project	20%
End Term	30%

Reading List

i.   Aaker, D. A. (1996). *Building strong brands*, New York: Free Press.
ii.   Aaker, D. A. (2012). *Building strong brands*. Simon and Schuster.
iii. Aaker, D. A. (2004). *Brand portfolio strategy*, New York: Free Press. Education.
iv.   Aaker, D. A. (2009). *Managing brand equity*. Simon and Schuster.
v.   Aaker, D. A., & Joachimsthaler, E. (2012). *Brand leadership*. Simon and Schuster.
vi.   Kapferer, J. N. (2003). *Strategic brand management*, London: Oxford.
vii. Kapferer, J. N. (2012). *The new strategic brand management: Advanced insights and strategic thinking*. Kogan page publishers.
viii. Keller, K. L. (2008). *Best practice cases in branding*, New Delhi: Pearson.
ix.   Keller, K. L., Jacob, I., and Parmeswaran, A.M.G. (2011). *Strategic Brand Management*, 3rd Edition, Pearson
x.   Moorthi, Y. L. (2000). *Brand Management: The Indian Context*. Vikas Publishing House.
xi.   Ries, Al., and Ries, L. (2004). *The origins of brands*, New York: Collins.
xii. Sengupta, S. (2005). *Brand positioning: Strategies for competitive advantage*. Tata McGraw-Hill Education.
xiii. Verma, H. V. (2010). *Branding demystified: from plans to payoffs*, New Delhi: Response Books Sage.
xiv. Temporal, P. (2011). *Advanced brand management: Managing brands in a changing world*. John Wiley & Sons.
xv.   Kumar, S. R. (2009). *Consumer behaviour and branding: concepts, readings and cases-the Indian context*. Pearson Education India.