



# C. U. SHAH UNIVERSITY – WADHWAN CITY



## FACULTY OF MANAGEMENT STUDIES BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER VI (SIX)

CODE 4MS06SBM1

Name of Subject: Strategic Brand Management

Teaching & Evaluation Scheme

Teaching Hours / Week				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional Exam	University Exam	Total
04	0	0	04	30	70	100

### Objectives

1. To develop an understanding of the basic branding principles and their exposure to classic and contemporary branding applications.
2. To make the students aware about the role of brands, the concept of brand equity, and the advantages of creating strong brands.
3. To increase the understanding of the important issues in planning, implementing, and evaluating brand strategies.
4. To acquaint the students with the appropriate concepts, theories, models and other tools to make better brand decisions.
5. To understand the latest developments and cultivate an understanding of the adjustments to be made in branding strategies over time and geographic boundaries to maximize brand equity.

**Prerequisites**      Basic knowledge of new Product Strategy and Branding.

### Course outline

Sr. No.	Course Contents	Number of Hours
I	Brands and Brand Management Consumer Based Brand Equity	15
II	Brand Positioning Choosing Brand Elements to Build Brand Equity	15

III	Designing Marketing Programs to Build Brand Equity Leveraging Secondary Brand Associations to Build Brand Equity	15
IV	Designing and Implementing Branding Strategies Introducing and Naming New Products and Brand Extensions	15
Total Hours		60

## Learning Outcomes

**Theoretical Outcomes** Understanding the importance of new product strategy and branding.

**Practical Outcomes** To apply the latest developments and cultivate an understanding of the adjustments to be made in branding strategies over time and geographic boundaries to maximize Brand Equity.

## Teaching & Learning Methodology

- Lectures
- Case Studies
- Class Participation

## Books Recommended

1. 'Strategic Brand Management', Kevin Lane Keller, M.G. Rameswaram, Isaac Jacob, Pearson Education.
2. 'Brand Management-Principles and Practices', Kirti Dutta, Oxford University Press.
3. 'Product Strategy and Management', Michael Baker & Susan Hart, Pearson Education.

## E-Resources

1. [www.smallbusiness.chron.com/product-branding-strategy](http://www.smallbusiness.chron.com/product-branding-strategy)
2. [www.knowthis.com/Managing-products/branding-strategy](http://www.knowthis.com/Managing-products/branding-strategy)