



### TEACHING PLAN - Brand Management

SCHOOL:ASOM		ACADEMIC SESSION: 2022–23	MBA SEMESTER-IV Marketing FOR STUDENTS' BATCH: 2022-24		
1	Course code	MGTM-405M			
2	Course Title	Brand Management			
3	Credits	4			
4	Learning Hours	Contact Hours (Class room and Tutorial)		60	
		Assessment		20	
		Guided Study		20	
		Total hours		100	
5	Course Objective	<ul style="list-style-type: none"> <li>• To provide students with a comprehensive understanding of brands and branding in the context of marketing.</li> <li>• To emphasize the importance of effective brand management in the overall marketing strategy.</li> <li>• To trace the historical evolution of branding and its impact on contemporary marketing practices.</li> <li>• To delve into the components of brand equity and their significance in building strong brands.</li> <li>• To explore the role of brands in influencing consumer decision-making processes.</li> </ul>			
6	Course Outcomes	<p>After completing the course, the student shall be able to:</p> <p>CO1: Learn about the overview of brands and branding.</p> <p>CO2: Learn about brand strategy and planning.</p> <p>CO3: Learn about brand identity and communication.</p> <p>CO4: Learn about brand extension and brand loyalty.</p> <p>CO5: Learn about brand crisis management and future trends.</p>			

7	Outline syllabus:				
7.01	Paper Code	Unit	Introduction	Reference number	Teaching methods
7.02	Paper Code. Unit I MGTM- 405M	(a)	<ul style="list-style-type: none"> <li>Overview of Brands and Branding</li> <li>Historical Evolution of Branding</li> </ul> <p><a href="https://youtu.be/LwrGSKnShmk?feature=shared">https://youtu.be/LwrGSKnShmk?feature=shared</a></p> <p><a href="https://youtu.be/HT-bbxbOa70?feature=shared">https://youtu.be/HT-bbxbOa70?feature=shared</a></p> <p><a href="https://youtu.be/VZTluF0Gx3Q?feature=shared">https://youtu.be/VZTluF0Gx3Q?feature=shared</a></p>	T1: 2-5 T2: 1-3	Direct Lecture, White board, Group discussion, PPT
		(b)	<ul style="list-style-type: none"> <li>Importance of Brand Management in Marketing</li> <li>Brand Equity and Its Components</li> </ul> <p><a href="https://youtu.be/GHSyuK6-qpk?feature=shared">https://youtu.be/GHSyuK6-qpk?feature=shared</a></p> <p><a href="https://youtu.be/-LSaHgEi1rA?feature=shared">https://youtu.be/-LSaHgEi1rA?feature=shared</a></p> <p><a href="https://www.youtube.com/live/pBFiYGNMquo?feature=shared">https://www.youtube.com/live/pBFiYGNMquo?feature=shared</a></p>	T1: 12-17 T2: 9-19	Direct Lecture, White board, Group discussion,
		(c)	<ul style="list-style-type: none"> <li>Role of Brands in Consumer Decision Making</li> </ul> <p><a href="https://youtu.be/-VEYbyVZh7E?feature=shared">https://youtu.be/-VEYbyVZh7E?feature=shared</a></p> <p><a href="https://youtu.be/iTNBqymRG4M?feature=shared">https://youtu.be/iTNBqymRG4M?feature=shared</a></p>	T1: 22-26 T2: 21-24	Direct Lecture, White board, Group discussion
7.03	Paper Code. Unit II MGTM- 405M	(a)	<ul style="list-style-type: none"> <li>Developing a Brand Strategy</li> </ul> <p><a href="https://youtu.be/VrwBu8DYWkE?feature=shared">https://youtu.be/VrwBu8DYWkE?feature=shared</a></p> <p><a href="https://youtu.be/0begsejrxjI?feature=shared">https://youtu.be/0begsejrxjI?feature=shared</a></p>	T1: 32-37 T2: 27-31	Direct Lecture, White board, Group discussion

7.04	Paper Code. Unit III MGTM- 405M	(b)	<ul style="list-style-type: none"> <li>• Brand Positioning and Differentiation</li> <li>• Target Audience and Segmentation</li> </ul> <a href="https://youtu.be/fDw5TQEcNgE?feature=shared">https://youtu.be/fDw5TQEcNgE?feature=shared</a>  <a href="https://digitalschoolofmarketing.co.za/digital-marketing-blog/brand-positioning-vs-brand-differentiation-whats-the-difference/">https://digitalschoolofmarketing.co.za/digital-marketing-blog/brand-positioning-vs-brand-differentiation-whats-the-difference/</a>	T1: 42-53 T2: 34 - 45	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<ul style="list-style-type: none"> <li>• Building a Brand Architecture</li> <li>• Setting Brand Objectives and Goals</li> </ul> <a href="https://youtu.be/zXDbmyBxELA?feature=shared">https://youtu.be/zXDbmyBxELA?feature=shared</a>  <a href="https://youtu.be/cM0mEsR8JdI?feature=shared">https://youtu.be/cM0mEsR8JdI?feature=shared</a>  <a href="https://www.elementsbrandmanagement.co.uk/how-to-set-brand-goals-and-objectives-to-help-you-grow-your-business/">https://www.elementsbrandmanagement.co.uk/how-to-set-brand-goals-and-objectives-to-help-you-grow-your-business/</a>	T1: 77-89 T2: 52-62	Direct Lecture, White board, Group discussion
		(a)	<ul style="list-style-type: none"> <li>• Creating and Managing Brand Identity</li> <li>• Brand Image vs. Brand Personality</li> </ul> <a href="https://youtu.be/n8KoAHCwnMQ?feature=shared">https://youtu.be/n8KoAHCwnMQ?feature=shared</a>  <a href="https://youtu.be/EWKcW3sHg4A?feature=shared">https://youtu.be/EWKcW3sHg4A?feature=shared</a>  <a href="https://www.indeed.com/career-advice/career-development/brand-personality-vs-brand-imagery#:~:text=Brand%20personality%20appeals%20to%20the,on%20perception%20and%20audience%20recognition.">https://www.indeed.com/career-advice/career-development/brand-personality-vs-brand-imagery#:~:text=Brand%20personality%20appeals%20to%20the,on%20perception%20and%20audience%20recognition.</a>	T1: 92-107 T2: 75-92	Direct Lecture, White board, Group discussion, PPT

		(b)	<ul style="list-style-type: none"> <li>Integrated Marketing Communication (IMC)  <a href="https://youtu.be/uYuniXFHncs?feature=shared">https://youtu.be/uYuniXFHncs?feature=shared</a>  <a href="https://www.youtube.com/watch?v=iGZZqpytetE&amp;list=PLLy_2iUCG87BZQd6zdOpp8Gewl5tgIRGu">https://www.youtube.com/watch?v=iGZZqpytetE&amp;list=PLLy_2iUCG87BZQd6zdOpp8Gewl5tgIRGu</a></li> </ul>	T1: 115-133 T2: 97-109	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<ul style="list-style-type: none"> <li>Advertising and Promotion Strategies</li> <li>Social Media and Digital Marketing  <a href="https://youtu.be/LwrGSKnShmk?feature=shared">https://youtu.be/LwrGSKnShmk?feature=shared</a>  <a href="https://www.youtube.com/watch?v=X-pCbWwu50k&amp;list=PLsh2FvSr3n7dntiRgj79wj886_VX_uaDn">https://www.youtube.com/watch?v=X-pCbWwu50k&amp;list=PLsh2FvSr3n7dntiRgj79wj886_VX_uaDn</a></li> </ul>	T1: 172-193 T2: 127-145	Direct Lecture, White board, Group discussion, Q&A Session
7.05	Paper Code. Unit IV MGTM-405M	(a)	<ul style="list-style-type: none"> <li>Brand Extension Strategies</li> <li>Managing Brand Portfolio  <a href="https://youtu.be/KLYysUEttfo?feature=shared">https://youtu.be/KLYysUEttfo?feature=shared</a>  <a href="https://youtu.be/CmsAdwp2M5I?feature=shared">https://youtu.be/CmsAdwp2M5I?feature=shared</a>  <a href="https://youtu.be/0pbjQFcPQWE?feature=shared">https://youtu.be/0pbjQFcPQWE?feature=shared</a></li> </ul>	T1: 212-223 T2: 156-178	Direct Lecture, White board, Group discussion, Q&A Session
		(b)	<ul style="list-style-type: none"> <li>Brand Loyalty and Customer Retention</li> <li>Measuring Brand Loyalty and Satisfaction  <a href="https://youtu.be/H40ghlGWM64?feature=shared">https://youtu.be/H40ghlGWM64?feature=shared</a>  <a href="https://youtu.be/IlbyURD_e7c?feature=shared">https://youtu.be/IlbyURD_e7c?feature=shared</a>  <a href="https://youtu.be/Xze5KP3nTbA?feature=shared">https://youtu.be/Xze5KP3nTbA?feature=shared</a></li> </ul>	T1: 231- 245 T2: 183 - 197	Direct Lecture, White board, Group discussion, Q&A Session

		(c)	<ul style="list-style-type: none"> <li>Challenges in Maintaining Brand Consistency</li> </ul> <a href="https://youtu.be/Shk-7SaW-NA?feature=shared">https://youtu.be/Shk-7SaW-NA?feature=shared</a> <a href="https://youtu.be/KVDDOJfT4co?feature=shared">https://youtu.be/KVDDOJfT4co?feature=shared</a>	T1: 257-269 T2: 212-233	Direct Lecture, White board, Group discussion, Q&A Session
7.06	Paper Code. Unit V MGTM-405M	(a)	<ul style="list-style-type: none"> <li>Identifying and Handling Brand Crises</li> </ul> <a href="https://www.searchmyexpert.com/resources/branding-agencies/crisis-management-branding">https://www.searchmyexpert.com/resources/branding-agencies/crisis-management-branding</a> <a href="https://medium.com/theymakedesign/brand-crisis-management-97f658addfa9">https://medium.com/theymakedesign/brand-crisis-management-97f658addfa9</a>	T1: 276-287 T2: 237-245	Direct Lecture, White board, Group discussion, Q&A Session
		(b)	<ul style="list-style-type: none"> <li>Rebranding Strategies</li> <li>Emerging Trends in Brand Management</li> </ul> <a href="https://youtu.be/HvuWXjoLQxk?feature=shared">https://youtu.be/HvuWXjoLQxk?feature=shared</a> <a href="https://youtu.be/dwgF1Ii5_xM?feature=shared">https://youtu.be/dwgF1Ii5_xM?feature=shared</a> <a href="https://youtu.be/QrSMEmE0ekY?feature=shared">https://youtu.be/QrSMEmE0ekY?feature=shared</a>	T1: 289-298 T2: 249-262	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<ul style="list-style-type: none"> <li>Global Branding and Cultural Considerations</li> <li>Ethical Issues in Branding</li> </ul> <a href="https://youtu.be/0rgWnlpXII8?feature=shared">https://youtu.be/0rgWnlpXII8?feature=shared</a> <a href="https://youtu.be/sXdPEHDXjZI?feature=shared">https://youtu.be/sXdPEHDXjZI?feature=shared</a> <a href="https://citeseerx.ist.psu.edu/document?repid=rep1&amp;type=pdf&amp;doi=f10e6e7a0aabe8329d208fc72de2245a1c846325#:~:text=An%20ethical%20brand%20should%20not,or%20help%20promote%20public%20good.&amp;text=The%20image%20of%20a%20brand,testing%2C%20labour%20disputes%2C%20etc.">https://citeseerx.ist.psu.edu/document?repid=rep1&amp;type=pdf&amp;doi=f10e6e7a0aabe8329d208fc72de2245a1c846325#:~:text=An%20ethical%20brand%20should%20not,or%20help%20promote%20public%20good.&amp;text=The%20image%20of%20a%20brand,testing%2C%20labour%20disputes%2C%20etc.</a>	T1: 312-323 T2: 267-283	Direct Lecture, White board, Group discussion, Q&A Session

<b>8</b>	<b>Course Evaluation</b>	
<b>8.10</b>	<b>CA: 40%</b>	
<b>8.1</b>	<b>Attendance</b>	5%
<b>8.12</b>	<b>Homework</b>	20%
<b>8.13</b>	<b>Quizzes</b>	15%
<b>8.14</b>	<b>Projects</b>	5%
<b>8.15</b>	<b>Presentation</b>	15%
<b>8.16</b>	<b>Any other</b>	--
<b>8.2</b>	<b>MTE(IA)</b>	<b>20%</b>
<b>8.3</b>	<b>End-term examination: 60%</b>	
<b>9</b>	<b>Text Books &amp; References</b>	
<b>9.1</b>	<b>Text books</b>	<ul style="list-style-type: none"> <li>• "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" by Kevin Lane Keller</li> <li>• "Brand Management: Principles and Practice" by Kirti Dutta</li> <li>• "Managing Brand Equity" by David A. Aaker</li> </ul>
<b>9.2</b>	<b>References</b>	<ul style="list-style-type: none"> <li>• "Contemporary Brand Management" by John M.T. Balmer and Steve Brown</li> <li>• "Global Brand Strategy: World-wise Marketing in the Age of Branding" by Sicco van Gelder</li> </ul>
<b>9.3</b>	<b>Video References</b>	<a href="https://www.youtube.com/watch?v=BRlzbDry6Ew&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC">https://www.youtube.com/watch?v=BRlzbDry6Ew&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC</a> <a href="https://youtu.be/GHSyuK6-qpk?feature=shared">https://youtu.be/GHSyuK6-qpk?feature=shared</a> <a href="https://youtu.be/csWXTRDMOqU?feature=shared">https://youtu.be/csWXTRDMOqU?feature=shared</a> <a href="https://www.youtube.com/watch?v=eeLcI2scuTI&amp;list=PLFW61RTa1g837sHNFqqejAbgGOYhvcwZM">https://www.youtube.com/watch?v=eeLcI2scuTI&amp;list=PLFW61RTa1g837sHNFqqejAbgGOYhvcwZM</a> <a href="https://youtu.be/xL6c2QpKIFM?feature=shared">https://youtu.be/xL6c2QpKIFM?feature=shared</a>

### Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic ↓	1	2	3	4	5
Paper Code. Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit II (a)		✓			
Paper Code. Unit II (b)		✓			
Paper Code. Unit II (c)		✓			
Paper Code. Unit III (a)			✓		
Paper Code. Unit III (b)			✓		
Paper Code. Unit III (c)			✓		
Paper Code. Unit IV (a)				✓	
Paper Code. Unit IV (b)				✓	
Paper Code. Unit IV (c)				✓	
Paper Code. Unit V (a)					✓
Paper Code. Unit V (b)					✓
Paper Code. Unit V (c)					✓

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## QUESTION BANK

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### Unit 1

1. Define brand equity and discuss its components. Why is brand equity important in marketing?
2. Explain the historical evolution of branding and its impact on modern brand management practices.
3. How do brands influence consumer decision-making? Provide examples to support your answer.
4. Discuss the role of brand management in the overall marketing strategy of a company.
5. Analyze the importance of brand management in creating a competitive advantage for businesses.
6. Compare and contrast brand equity and brand image. How are they related yet distinct concepts?
7. How has the concept of branding evolved over time, and what factors have contributed to this evolution?
8. Evaluate the significance of brand consistency in building a strong brand identity.
9. Discuss the challenges that companies may face in managing and maintaining their brand equity.
10. Provide examples of successful brand management strategies and their impact on consumer perceptions.

### Unit 2

11. Elaborate on the process of developing a brand strategy. Why is it crucial for a company's success?
12. Define brand positioning and explain how it contributes to a brand's differentiation in the market.
13. Discuss the importance of identifying and understanding the target audience in brand strategy.
14. Explain the concept of brand architecture and its role in creating a cohesive brand portfolio.
15. How do companies set brand objectives and goals? Provide examples of effective brand objectives.
16. Analyze the relationship between brand strategy and overall business strategy.
17. Discuss the challenges companies may face in implementing and adapting their brand strategy.
18. Provide examples of successful brand positioning and differentiation strategies in the market.

19. How does segmentation contribute to the effectiveness of brand strategy? Give real-world examples.
20. Evaluate the impact of brand strategy on consumer loyalty and brand perception.

### **Unit 3**

21. Explain the process of creating and managing brand identity. Why is it essential for brand success?
22. Differentiate between brand image and brand personality. How do they influence consumer perceptions?
23. Discuss the role of Integrated Marketing Communication (IMC) in brand building.
24. Analyze the effectiveness of advertising and promotion strategies in enhancing brand visibility.
25. How has social media and digital marketing transformed brand communication? Provide examples.
26. Evaluate the impact of brand identity on consumer trust and loyalty.
27. Discuss the challenges companies may face in maintaining a consistent brand identity across different channels.
28. Provide examples of successful Integrated Marketing Communication campaigns and their outcomes.
29. Analyze the role of storytelling in building a compelling brand narrative.
30. How can companies leverage social media for effective brand communication and engagement?

### **Unit 4**

31. Explain various brand extension strategies and their potential benefits and risks.
32. Discuss the concept of managing a brand portfolio. Why is it important for brand growth?
33. How does brand loyalty contribute to customer retention? Provide examples.
34. What are the key indicators used to measure brand loyalty and customer satisfaction?
35. Discuss the challenges companies may face in maintaining brand consistency across extensions.
36. Evaluate the impact of brand extension on the overall brand equity.
37. Provide examples of successful and unsuccessful brand extensions in the market.
38. Analyze the role of customer experience in building and sustaining brand loyalty.
39. How can companies overcome challenges in maintaining brand consistency across different products or services?
40. Discuss the ethical considerations involved in brand extension and loyalty programs.

### **Unit 5**

41. How can companies identify and effectively handle brand crises? Provide a crisis management framework.



42. Discuss the strategies involved in successful brand rebranding. Provide examples of companies that have successfully rebranded.
43. Analyze emerging trends in brand management. How do these trends impact the future of branding?
44. Discuss the challenges and considerations in global branding, especially in diverse cultural contexts.
45. Evaluate the role of ethical considerations in brand management, especially during crises.
46. How can companies prepare for and respond to unexpected challenges in brand management?
47. Provide examples of brands that have effectively navigated crises and emerged stronger.
48. Discuss the impact of technological advancements on the future of brand management.
49. Analyze the role of consumer activism in shaping brand perceptions and responses.
50. How do cultural considerations influence brand messaging and communication on a global scale? Provide examples.

### **PROJECT**

1. What is the historical evolution of branding, and how has it shaped the current landscape of brand management?
2. Explain the importance of brand management in the field of marketing and how it contributes to overall business success.
3. What are the key components of brand equity, and how do they influence consumer perceptions and behaviors?
4. How does brand play a crucial role in consumer decision-making processes, and what factors contribute to a consumer's choice of a particular brand?
5. Discuss the process of developing a brand strategy, including the steps involved and the factors to consider.
6. Elaborate on the concepts of brand positioning and differentiation, and provide examples of successful brand positioning strategies.
7. How does target audience segmentation contribute to effective brand management, and what methods can be employed for successful segmentation?
8. Explain the significance of building a brand architecture and its role in creating a cohesive brand portfolio.
9. What are the objectives and goals that organizations should consider when setting their brand strategy, and how are they aligned with overall business objectives?

10. Describe the process of creating and managing brand identity, highlighting the elements that contribute to a strong and consistent brand image.
11. Differentiate between brand image and brand personality, and discuss their respective impacts on consumer perception.
12. Explore the role of integrated marketing communication (IMC) in brand management, and provide examples of successful IMC strategies.
13. Analyze the influence of advertising and promotion strategies on brand building, with a focus on traditional and digital marketing channels.
14. How does social media contribute to brand building, and what are the key considerations in utilizing social media for effective brand communication?
15. Discuss brand extension strategies, the challenges in managing a brand portfolio, and the importance of brand loyalty in sustaining long-term success.