

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: VI
Syllabus with effect from: DECEMBER 2013

Paper Code: UM06EBBS02	Total Credits: 3
Title Of Paper: Brand Management	

Unit	Description in detail	Weightage (%)
1	Concept of a Brand: Concept of brand power Brand and trust Brand and product Brand perspectives: the six possibilities Anatomy of brand What is a brand? Why brand make sense?	25 %
2	Brand positioning and Brand equity: Position and product position 3c's of positioning Positioning strategy Defining brand equity and brand loyalty Types of extensions Brand extendibility	25 %
3	Brand inside and outside: Concept of brand identity Brand identity levels Brand identity prism Brand check	25 %
4	BRAND and Firm: Managing brand image Types of brand Forces affecting brand Brand revitalization Endorsement branding Methods of brand evaluation	25 %

Basic Text & Reference Books:

- Brand Management and Text Cases, Verma Harsh K, 2nd Edition, Excel Book Publication
- Marketing Management By, Kotler Philip K, Keller Kevin lane, Jha Mithileshwar, Koshy Abraham, 13th Edition, Prentice Hall Publication.
- Strategic Brand Management by Keller Lane Kevin, Pameshwar M.G, Jacob Isaac, 3rd Edition, Pearson Education.

