

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Information Technology Management)**  
**Semester: VIII**  
**Syllabus with effect from: December-2013**  
**(Batch-2010)**

<b>Paper Code: UM08EBBI01</b>	<b>Total Credit: 4</b>
<b>Title Of Paper: Brand Management - II</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weightage (%)</b>
<b>I</b>	<b>Brand Finance and Sector wise branding</b> Concept of brand valuation; Brands on balance sheet; Cost based brand valuation method; Accounting treatment of brand; Customer branding; Industrial branding and Service branding.	25%
<b>II</b>	<b>Brand Extension</b> Concept of brand extension; Significance; Consequences; Forms of brand extension (Line extension, diversification); Brand Positioning and extension; When to extend brand; Marketing mix of brand extension;	25%
<b>III</b>	<b>Brand Rejuvenations and Repositioning</b> Concept of brand rejuvenation; concept of brand aging; concept of brand revitalization; need for rejuvenation; Difference between rejuvenation and new introduction of brand; Factors of success; Concept of brand repositioning; Reasons for repositioning; stages of repositioning	25%
<b>IV</b>	<b>Brand Assessment</b> Concept; Need and importance; Brand Assessment through SWOT Analysis and confrontation matrix; Brand Assessment through Perceptual Mapping; Strategic Brand Assessment	25%
<b>V</b>	<b>Tutorial: Marks-25</b>	
	Students will maintain journal on various functional areas of brand management through case study and article review. The journal will be evaluated by the concern subject teacher.	

**Basic Text & Reference Books:-**

- Strategic Brand Management by Jean Noel Kapferer, Kogan pages.
- Strategic Brand Management by Kevin Kellar, Pearson Education
- Brand Marketing Management by M.V.Kulkarni, Everest Publication
- Brand Management by YLR Murthy, Vikas Publication
- Branding - A Practical Guide to Planning your Strategy by Geoffrey Randall, Kogan Pages

