

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI01	Total Credit: 3
Title Of Paper: Brand Management - II	

Unit	Description in Detail	Weightage (%)
I	Brand Finance and Sector wise branding Concept of brand valuation; Cost based brand valuation method Retail branding; Industrial branding and Service branding.	25%
II	Brand Extension Concept of brand extension; Types of Brand Extensions; Significance; Economic Consequences; Factors affecting brand extension; Marketing mix of brand extension;	25%
III	Brand Rejuvenations and Repositioning Concept of brand rejuvenation; brand aging; Factors of Success; need for rejuvenation; Reasons for repositioning; Stages of repositioning	25%
IV	E-Branding-Building the Brand Online Introduction – What is E-Business Strategy – Marketing and the Internet – E- Business Strategy and Branding	25%

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
- Brand Management – Principles and Practices by Kirti Dutta, Oxford University Press

