

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

Paper Code: UM07EBBI01	Total Credit:4
Title Of Paper: Brand Management-I	

Unit	Description in detail	Weighting (%)
I	Fundamentals of Branding Meaning and concept of Brand; Types of brand; Branding Decisions; Significance of Branding ; Branding challenges; Levels of brand	25%
II	Brand Image and Personality Concept of brand image; Provider driven, Product driven and User driven images of Brand; Brand image and celebrity; Brand image and country of origin; Concept of Brand personality; Types of brand personality	25%
III	Brand Equity and Identity Concept of Brand Equity; Sources of brand equity; Brand Elements; Brand equity management system; Concept of brand identity; Importance of brand identity; sources of brand identity; brand identity prism	25%
IV	Brand Architecture Concept; Branding Strategies (Product brand, Line brand, Range brand, Umbrella brand); Significance of brand architecture; Brand Product Matrix; Brand Product relationship	25%
V	Tutorial (25 Marks) 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

