

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: V**  
**Syllabus with effect from : JUNE 2013**

|   |                        |
|---|------------------------|
| <b>Paper Code:</b> UB05ECOM06           | <b>Total Credit: 3</b> |
| <b>Title Of Paper:</b> Brand Management |                        |

| Unit     | Description in detail   | Weighting (%) |
|----------|---|---------------|
| <b>1</b> | <b>Fundamental of Brand Management</b><br>Concept, Types, Significance of Branding<br>Myths, Branding Decisions<br>Brand Image: concept and Types<br>Brand Identity: Concept and Sources  | <b>25 %</b>   |
| <b>2</b> | <b>Brand Equity</b><br>Concept, Sources of brand equity<br>Cost based, Price based and Consumer Brand equity  | <b>25 %</b>   |
| <b>3</b> | <b>Brand Positioning and Repositioning</b><br>Positioning: Meaning and concept<br>Positioning Errors, Guidelines for effective positioning, Strategies<br>Repositioning: Meaning, Ways to repositioning   | <b>25 %</b>   |
| <b>4</b> | <b>Brand Personality, Extension and Hierarchy</b><br>Brand Personality: Concept, importance, Types (Emotion centered and Human Centered)<br>Brand Hierarchy: Meaning, Levels<br>Brand Extension: Meaning, Importance and Types (Category & Image Related) | <b>25 %</b>   |

**Basic Text & Reference Books**

- Brand Management: Y L R Moorthi, Vikas Publishing House
- Brand Marketing Management: M V Kulkarni, Everest Publication
- Strategic Brand Management: Kevin Keller, Pearson Publishing House
- Marketing Management: Philip Kotler, Tata McGraw Hills

