

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: V**  
**Syllabus with effect from : JUNE 2020**

<b>Paper Code:</b> UB05DCOM26	<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> Concept, Types, Significance of Branding Myths, Branding Decisions Brand Image: concept and Types Brand Identity: Concept and Sources	<b>25 %</b>
<b>2</b>	<b>Brand Equity</b> Concept, Sources of brand equity Cost based, Price based and Consumer Brand equity	<b>25 %</b>
<b>3</b>	<b>Brand Positioning and Repositioning</b> Positioning: Meaning and concept Positioning Errors, Guidelines for effective positioning, Strategies Repositioning: Meaning, Ways to repositioning	<b>25 %</b>
<b>4</b>	<b>Brand Personality, Extension and Hierarchy</b> Brand Personality: Concept, importance, Types (Emotion centered and Human Centered) Brand Hierarchy: Meaning, Levels 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

