

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Programme: B.COM Semester: V
Syllabus with effect from the Academic Year: June, 2023

B.COM. SEMESTER-V		
Paper Code	Title of the Paper	Total Credit
UB05DCOM76	Brand Management	3

Course Objectives	To impart knowledge and acquaint the students in the area of Brand Management
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Course Description		
Unit	Description	Weightage
1.	Fundamental of Brand Management Concept, Types, Significance of Branding Myths, Branding Decisions Brand Image: concept and Types Brand Identity: Concept and Sources	25%
2.	Brand Equity Concept, Sources of brand equity Cost based, Price based and Consumer Brand equity	25%
3.	Brand Positioning and Repositioning Positioning: Meaning and concept Positioning Errors, Guidelines for effective positioning, Strategies Repositioning: Meaning, Ways to repositioning	25%
4.	Brand Personality, Extension and Hierarchy Brand Personality: Concept, importance, Types (Emotion centered and Human Centered) Brand Hierarchy: Meaning, Levels Brand Extension: Meaning, Importance and Types (Category & Image Related)	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to

After completion of the course, students will be able to:

- Get familiarity with Fundamental of Brand Management and Brand Equity
- Learn about Brand Positioning and Repositioning and Brand Personality, Extension and Hierarchy

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)

Sr. No	References
1.	Brand Management: Y L R Moorthi, Vikas Publishing House
2.	Brand Marketing Management: M V Kulkarni, Everest Publication
3.	Strategic Brand Management: Kevin Keller, Pearson Publishing House
4.	Marketing Management: Philip Kotler, Tata McGraw Hills

On-Line Resources available that can be used as Reference Material

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