



Indraprastha College for Women

University of Delhi

Course Name:	B.Com (Hons)
Paper Title:	DSE - Brand Management
Unique Paper Code:	2413082003
Semester:	III
Faculty(s):	Ms. DHUN
Year:	2026

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
I	Introduction to Brands and Brand Management	1-2	Concept of a Brand, evolution of a Brand
		3-4	Challenges and Opportunities, Brand Identity
		5-7	Brands and Consumers, IMC: Evolution and Growth.
II	Brand Positioning	8-10	Brand Building, Identifying and Establishing Brand Positioning and values
		11-13	Brand Repositioning, Life stages of a Brand
		14-15	Brand Personality, Brand Image
III	Designing Marketing Program	16-18	Strategic Brand Management Process, Designing and implementing brand strategies
		19-21	Contemporary Strategies: storytelling, Internet and Social Media, Brand Extensions,
		22-24	Brand reinforcement strategies, Brand Portfolio Management
		25-26	Integrating Advertising with Brand Management
IV	Brand Equity	27-28	Customer based Brand Equity
		29-30	Measuring and Interpreting Brand Performance: brand equity Management System
		31-34	New Media Environment: Brands amplifiers

			Growing and Sustaining Brand Equity.
V	Recent Issues in Branding	35-37	Managing Strong Brands, Brand Ladder, Country Branding, Global Brand Strategy
		38-41	Managing Brands over time, Brand Audits, Managing Brands in the Digital Era
		42-44	Legal and Ethical aspects in Brand Management.
		45	Revision

Unit	TOPICS
I	Unit 1 : Introduction Introduction to Brands and Brand Management, Concept of a Brand, evolution of a Brand, Challenges and Opportunities, Brand Identity, Brands and Consumers, IMC: Evolution and Growth.
II	Unit 2: Brand Positioning Brand Building, Identifying and Establishing Brand Positioning and values, Brand Repositioning, Life stages of a Brand, Brand Personality, Brand Image.
III	Unit 3: Designing Marketing Program Strategic Brand Management Process, Designing and implementing brand strategies, Contemporary Strategies: storytelling, Internet and Social Media, Brand Extensions, Brand reinforcement strategies, Brand Portfolio Management, Integrating Advertising with Brand Management
IV	Unit 4: Brand Equity Customer based Brand Equity, Measuring and Interpreting Brand Performance: brand equity Management System, New Media Environment: Brands amplifiers, Growing and Sustaining Brand Equity.
V	Unit 5: Recent Issues in Branding Managing Strong Brands, Brand Ladder, Country Branding, Global Brand Strategy, Managing Brands over time, Brand Audits, Managing Brands in the Digital Era. Legal and Ethical aspects in Brand Management.
S. No.	Name of Authors/Books/Publishers
1.	Brand Management– 1 January 2024 by Dr. Manju Khosla, Galgotia Publishing Company
2.	Beverland, M. Brand Management: Co-creating Meaningful Brands. UK: SAGE Publications
3.	Keller, K. L., Swaminathan V., Parameswaran, A. M G, and Jacob, I. C. Strategic Brand Management: Building, Measuring and Managing Brand Equity. India: Pearson Education

4.	Parameshwaran, M.G. Building Brand Value. India: McGraw Hill Education
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