



Indraprastha College for Women

University of Delhi

Course Name:	B.Com (Hons)
Paper Title:	Brand Management
Unique Paper Code:	2413082003
Semester:	III
Faculty(s):	Ms. Sakshi Singh
Year:	2024

Work Plan			
Period	Unit No.	Learning Objective	Topics to be Covered
1 st Aug -3 rd Aug	I	Introduction to Brands and Brand Management	Concept of a Brand, evolution of a Brand
5 th Aug-10 th Aug			Challenges and Opportunities, Brand Identity
12 th Aug-17 th Aug			Brands and Consumers, IMC: Evolution and Growth.
19 th Aug-24 th Aug	II	Brand Positioning	Brand Building, Identifying and Establishing Brand Positioning and values
26 th Aug-31 st Aug			Brand Repositioning, Life stages of a Brand
2 nd Sep-7 th Sep			Brand Personality, Brand Image
9 th Sep-14 th Sep	III	Designing Marketing Program	Strategic Brand Management Process, Designing and implementing brand strategies
16 th Sep-21 st Sep			Contemporary Strategies: storytelling, Internet and Social Media, Brand Extensions,
23 rd Sep-28 th Sep			Brand reinforcement strategies, Brand Portfolio Management
30 th Sep-5 th Oct			Integrating Advertising with Brand Management
7 th Oct-12 th Oct	IV	Brand Equity	Customer based Brand Equity
14 th Oct-19 th Oct			Measuring and Interpreting Brand Performance: brand equity Management System
21 st Oct-26 th Oct			New Media Environment: Brands amplifiers

28 th Oct-2 nd Nov			MID SEMESTER BREAK
4 th Nov-9 th Nov			Growing and Sustaining Brand Equity.
11 th Nov-16 th Nov	V	Recent Issues in Branding	Managing Strong Brands, Brand Ladder, Country Branding, Global Brand Strategy
18 th Nov-23 rd Nov			Managing Brands over time, Brand Audits, Managing Brands in the Digital Era
25 th Nov-27 th Nov			Legal and Ethical aspects in Brand Management.
28 th Nov	DISBERSAL OF CLASSES		

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