

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
 MASTER IN BUSINESS ADMINISTRATION (MBA), SYLLABUS 2072 (2016)

Course Title		Brand Management
Course Code Number		MGT 552
Year II		Semester: IV Specialization: Marketing
Credit Hours		03
Course Objectives:		
Main objective		Branding has become one of the important strategic focuses in the overall marketing process. Conceptualizing and building brand as an asset is a big idea that generates shareholder's value. The course aims to develop brand as a strategic asset that is the key to long-term performance of the company.
Enabling objectives		After the completion of all the learning units of the course, participants will be able to: <ul style="list-style-type: none"> - Explore the important issues in planning, implementing, and evaluating, brand strategies. - Provide appropriate concepts, theories, models, and other tools to make better branding decisions. - To integrate activities to enhance brand awareness, improve the brand image, elicit positive brand response, and increase the brand resonance. - Manage brand over time.
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	6	Brands and Brand Management Meaning of brand, importance and need of brand, branding challenges and opportunities, the brand equity concept, strategic brand management process.
LU 2	8	Brand Elements Brand and products: Concept of a brand; Levels of product; Scope of branding; Branding challenges and opportunities; Building strong brands; Process of brand building; Criteria for choosing brand elements; Options and tactics for brand elements
LU 3	8	Brand Positioning Identifying and establishing brand positioning: Segmentation, targeting, Positioning and differentiation (STPD) analysis; Positioning guidelines: Competitive frame of reference, Establishing points of parity and points of difference, Updating positioning over time.

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LU 4	12	<p>Building Brand Equity Brand equity: Brand equity concept and its measurement techniques; Designing and integrating marketing programs and activities to build brand equity; Product strategy; Pricing strategy; Channel strategy; The customer value triad – Quality, Service, and Price (QSP); Creating customer value: Customer relationship management, Customer based brand equity; Integrating marketing communications to build brand equity: The new media environment, Marketing communication options, Integrated marketing communication programs; Leveraging brand equity: Brand leveraging process, Co-branding, Licensing, Celebrity endorsement, Product placements and event sponsorships.</p>
LU 5	8	<p>Branding Strategies Brand architecture: Brand-product matrix, breadth and depth of a branding strategy; Brand hierarchy; Designing a branding strategy; Developing a brand architecture; New product and brand extensions; evaluating brand extension opportunities; Designing marketing programs to launch extension; Managing brands over time: Reinforcing brands, Revitalizing brands, Adjustments to brand portfolio</p>
LU 6	6	<p>Managing Brands Over Time Reinforcing Brands: Maintaining brand consistency, Protecting sources of brand equity, Fortifying versus leveraging, Fine-tuning the supporting marketing program</p>
References		<ol style="list-style-type: none"> 1. Keller. K, Parameswaran. M.G, Jacob.I, (20--). <i>Strategic Brand Mana</i> (3rd ed.). Prentice Hall 2. <i>Managing Brand Equity</i>: David A. Aaker 3. <i>Building Strong Brands</i>: David A. Aaker, The Free Press Business 4. <i>Developing New Brands</i>: Stephen King <i>Advanced Brand Management</i>: Paul Temporal

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.