

C.B.C.S. Programme Semester V,
M. G. University, Open Course - BA5OPT22

BRAND MANAGEMENT

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BRAND
MANAGEMENT



PRAKASH PUBLICATIONS
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C.B.C.S. Programme

Fifth Semester

Open Course

BRAND MANAGEMENT

MAHATMA GANDHI UNIVERSITY

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BRAND MANAGEMENT

CBCS PROGRAMME, SEMESTER – V

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PREFACE

We take this opportunity to express our sincere gratitude to our parents, teacher's, colleagues, friends, for their support and criticism.

Branding becomes essential and vital for any product and service. This book on Brand Management is a presentation to understand the concepts in a lucid manner. The goal of this book is to explain various dynamics of Brand Management, as the book concentrates on understanding the ramification of various branding principles and concepts.

We specially thank Mr. P. J Joseph, Prakash Publication, Changanacherry for making the book a reality.

We sincerely believe that students should acquire balanced knowledge of theory as well as practical aspects of the subject. We have structured the fundamentals in concise and accurate form. We are expecting valuable suggestions for improvements from our dear students and lecturers, which will be useful for our next edition.

Ernakulam

06-06-2019

ALDRIN JOSEPH

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SYLLABUS

OPEN COURSES

BA5OPT22 (A). BRAND MANAGEMENT

No. of credit : 3

No. of contact hour: 4

Course Objectives

- To understand the concept-Brand
- To understand the process of Brand Building
- To understand the value of Brand to an organisation

Learning outcome

To develop and implement strategies for successful brand portfolio management.

MODULE - I

Product- Meaning and Definition, Types of product.

Brand- Meaning and Definition, Importance of branding, process of branding, circular process, Types of Brands.

MODULE - II

Brand Identity- Meaning and Definition,

Brand Name- Attributes of a brand name, Brand name protection.

Promoting your Brand- Objectives, different media.

MODULE - III

Logo- Meaning and Definition.

Logo design- Do's & Dont's ingredients. Word mark, Brand mark, Trademark.

Tag line- Meaning and Definition, Functions.

MODULE - IV

Brand positioning- Concept, advantages, process.

Brand Equity- Meaning & Definition, advantages, factors contributing to brand equity, measurement of brand equity.

MODULE - V

Brand extension- Meaning, advantages.

Brand licensing- Meaning and benefits.

Co-branding- Meaning and benefits.

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