



MTM COLLEGE OF ARTS, SCIENCE & COMMERCE VELIYANCODE

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Certificate Course

BRAND MANAGEMENT

Syllabus

Course Code: MTMCM07

Total hours: 30 hours

Course evaluation: Written Exam- 60 marks , Internal Exam -20 marks

Course Description

This course takes you through key terminology such as brand identity, brand personality, brand positioning, brand communication, brand image, and brand equity. Important theoretical underpinnings, principles, and frameworks of brand management are presented along with examples from different markets, particularly India.

Course Learning Outcomes

- Basics of brand management
- Key brand-related terminology
- Important frameworks and principles of branding

Syllabus

Module 1: Strategic Brand Management process, Brand Architecture, Product vs. Brand Strategic Brand Management, Brand Architecture, Designing Brand Architecture. Brand Identity, Who Defines the Brand Identity.

(6 hours)

Module 2: Brand Personality, David Aaker's Model, Kapferer's Model, Brand Positioning, Brand Positioning Basics, Brand Positioning Statement- Guidelines, Brand Repositioning, Brand Positioning vs. Product Positioning.

(15 hours)

Module 3: Brand Communication, Brand Knowledge. Awareness & Image, Module Overview, Importance of Communication, Brand Awareness. Brand Image. What is Brand Equity. The CBBE Pyramid, Five Tenets of Brand Building. Brand Management Framework .

(9 hours)

Reference:

- Branding Concepts and Process by Pati D. Publisher: Macmillan
- Creating Powerful Brands by McDonald Malcolm and De Chermatony
Publisher: Amazon.Co.UK
- Brand Positioning by Subroto Sen Gupta. Publisher: Tata McGraw-Hil