
Brand Management (MKT 724)

Course Overview

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Brand Management

Course Overview:

Developing and launching brands is prime focus for all companies nowadays. The course is designed primarily with intention to let students know regarding brands. Brand management is all about managing brands in competitive market where lots of different brands are already playing with the minds of customers. It talks about how brands emerged and how they create awareness and value among customers. With the advent of new technology and changing needs and wants of the customers, compels businesses to manage their brands effectively and efficiently to sustain their position in the market. Thus, strong brands are able to get high market share, competitive edge and have strong roots in the market. Moreover, it will explain about strategies, companies adopt in order to stay in the market.

Target market:

Target market for this course is MS scholars as brand management is specialized course. They need to have brand knowledge, how they get competitive edge and how they play with the minds of the customers, and what are the issues they are facing in competitive environment etc.

Course Synopsis:

The course is designed with intention to develop the understanding regarding brands and primarily brand management. The focus is to sharpen the analytical skills of the students with the teaching of case studies and research articles. It provides insight that how companies play with brands and understanding brand planning and management is the key to success.

Course Objectives:

- Students knowledge will increase regarding contemporary issues, brands are facing around the world.
- Student's knowledge regarding core concepts will be enhanced.
- Moreover, they will be equipped with the knowledge required for taking competitive decision. Additionally, students' knowledge will increase by attempting GDB's and assignments regarding contemporary issues that brands are facing around the world more specifically in Pakistan.

Learning Outcomes:

- Students will acquire knowledge regarding brands and how to manage brand in competitive environment.
- It will make them knowledgeable enough to develop strategies for brands working in Pakistan.
- The case studies and research articles regarding contemporary issues, brands are facing will make them knowledgeable enough to develop strategies for brands working in Pakistan.
- Student's knowledge will be enhanced regarding research papers.

- They will get to know how reflection is written and implications are analyzed of research papers that plays imperative role in conducting new study
- They will have the analytical ability to understand, what brands are doing in the market, and at which stage which strategy should develop and how brands should be positioned to get maximum share of customers.

Assessment Scheme

GDBs = 5 marks
 Assignment = 5 marks
 Quizzes = 5 marks
 Midterm = 40 marks
 Final term = 45 marks
 Total = 100 marks

Course Content:

Dear Students:

You are warmly welcomed to the course of “**Brand Management**”. This is very interesting course in which you will learn how organizations manage their brands in order to save themselves from competitors, market fluctuations and different in-house problems. Your in-depth understanding regarding the course is mandatory.

The lectures starts with understanding the brand, introduction and brand manifestation which will let you know what is brand. It covers the contents of brand challenges, strategic brand management and building brand vision, picture and persona. It also includes brand based customer model, positioning and guiding principles to position your brand exceptionally in the minds of the customers. The concepts like brand extension, line extension and diversification explains how brands increase their portfolio and what they do to get competitive edge in the market. We have also added the model of brand extension in our course content to understand the phenomena. The role of channel of distribution and its importance is discussed. Creating value for customers is one of the major concerns of the organizations. Beside this, how brands do co-branding, significance of co-branding and customer response hierarchy is argued. The role of advertising, sales promotion and other communication tools are also discussed in order to make students familiar with the concepts that plays imperative role in building brands. It is vital to understand return on brand investment, brand dynamics and service brands. Moreover, brand planning is one of the essential chores of the organizations. In the end, I would like to say that after understanding all these concepts I am sure that you will be able to implement learned strategies in your professional life because managing brand is the top concern of the organizations nowadays.

Sr.	Topics	Lessons	Relevant Articles (Available in Download section of VULMS)
1	Understanding brands-introduction	1, 2	

2	Brand manifestation	3, 4	Service branding: suggesting an interactive model of service brand Development
3	Brand challenges	5	
4	Strategic brand management	6	
5	Brand vision	7, 8, 9	
6	Brand picture	10	
7	Brand persona	11	Brand personality and brand equity: evidence from the sportswear industry
8	Brand contract	12, 13, 14	
9	Brand based customer model	15, 16	
10	Positioning	17, 18, 19, 20	Consumer perceptions of cobrands: the role of brand positioning strategies
11	Brand extension	21, 22, 23, 24, 25	
12	Brand portfolio	26	
13	Brand architecture	27, 28	
14	Channels of distribution	29	
15	Creating value	30	
16	Co-branding	31	
17	Customer response hierarchy	32	
18	Advertising	33, 34	
19	Sales promotion	35	
20	Other communication tools	36	
21	Pricing	37, 38	
22	Return on brand investment	39	
23	Brand dynamics	40	
24	Brand based organizations	41	
25	Service brands	42	
26	Brand planning	43	
27	Brand planning process	44	
28	Brand plan	45	
29	Digital branding	Articles	Online branding Branding for digital marketing and

			social media
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Recommended Books:

- 1- Brand Asset Management
Davis (2nd edition)
Scot M. Davis
Wiley, John & Sons, Incorporated
- 2- Strategic Brand Management (Building , Measuring, and Managing Brand Equity)
Keller (3rd edition)
Kevin Lane Keller
Prentice Hall
- 3- The New Strategic Brand Management
Kapferer (4th edition)
J N Kapferer
Kogan Page Limited

Course Strategy:

- During the semester the lectures will be aired on VU channels. Three lectures per week will be opened for discussion. Lectures are also available on LMS, you tube, VU open courseware and CDs.
- Students will be able to ask the question regarding lectures through moderate discussion board (MDB).
- Online sessions will be conducted to discuss the course related issues and new further topics.
- Multiple articles will be available in download section for further study.
- Students have to prepare and present any brand management topic.
- The student's performance will be assessed while giving graded activities.

Note: For Assignments topics you are advised to see course calendar.

HAVE A HAPPY LEARNING!!