
Brand Management (MKT 724)

Course Overview

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Brand Management

BRAND MANAGEMENT (MKT724)

INTRODUCTION

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.

Objectives of the course:

- 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 GDBs and assignments regarding contemporary issues 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.

Course Outline

OBJECTIVE	MODULE PACK	TOPICS	RELEVANT LECTURES	READING MATERIAL (AVAILABLE IN DOWNLOAD SECTION OF VULMS)
To understand the role and importance of brand fundamentals	Module Pack 1	Major theme: Brand Fundamentals Minor theme: <ul style="list-style-type: none"> • Brand Equity • Brand Identity • Brand Image • Brand Picture • Brand Persona • Brand Positioning • Communication 	2, 3, 4, 10, 11, 17, 18, 19, 20,	Consumer perceptions of cobrands: the role of brand positioning strategies
To understand the role and importance of brand extension, its kind and model of brand extension	Module Pack 2	Major theme: Brand extension Minor theme: <ul style="list-style-type: none"> • Kinds of extensions • Brand diversification • Model of brand extension 	21, 22, 23, 24, 25	Category characteristics' effects on brand extension attitudes: A research note Modeling the brand extensions' influence on brand image
To understand the importance of advertising and promotion, its campaign and effects of promotion	Module Pack 3	Major theme: Pricing, Advertising and promotion Minor theme: <ul style="list-style-type: none"> • Copy strategy • Advertising campaign • Communication tools • Co-branding • Digital branding 	31, 33, 34, 35, 36, 37, 38	Online branding Branding for digital marketing and social media

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

Best of Luck!!