



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2016-2017)

Programme Name: MMS / PGDM: PGDM

Name of the Course: Strategic Brand Management

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Kshitija Pandey

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Weblink:

Learning Objectives:

- 1) To understand consumers perspective of brands and brand Management
 - 2) To increase student understanding of the important issues in planning, implementing and evaluating brand strategies
 - 3) To provide relevant theories, models and tools for making branding decisions
 - 4) Enhance awareness and knowledge about branding issues in digital era
 - 5) Develop ability to identify strategic issues in branding of creative products
 - 6) Understanding branding issues & develop critical perspectives in evaluating research in branding and applying them in strategic management of brands
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Reference Books:

- 1) Strategic brand management: building, measuring, and managing brand equity. Keller, Kevin Lane. 2013. 4th ed., global ed. Pearson
- 2) From brand vision to brand evaluation: the strategic process of growing and strengthening brands. - De Chernatony, Leslie. 2010.
- 3) Building strong brands. Aaker, David A. 1996 Free Press. Chapters 3-5
- 4) The new strategic brand management: advanced insights and strategic thinking. Kapferer, Jean-Nöel. 2012. 5th ed. Kogan Page. Chapter 3
- 5) Brand leadership. Aaker, David A., Erich Joachimsthaler. 2000 Free Press



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to Strategic Brand Management History of branding and future challenges	Brand Equity newspaper article used for reference	Understanding importance & relevance of studying brands	
2	To study Products & Brands individually To understand difference between products & brands		Clearly differentiate between products and brands	
3	To study rational for branding and various branding strategies To study the relevance of Brand Positioning and various positioning strategies		Understanding the reasons for branding and various branding strategies	



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4	To study various branding elements to analyse branding process		Understanding brand elements in details and their applications	
5	To study brand Identity & Brand Identity Prism		Understand the brand identity with various practical examples in Indian industry	
6	To study sources of brand equity and its implications To study Customer based brand equity, the brand value chain, the brand resonance model (CBBE pyramid), brand awareness and –knowledge To study various other Brand Equity Models		Understand Brand equity concepts and their applications	
7				
8	Internet and social Media Branding & implication of digital branding			
9	Managing Brands over time and understanding how to reinforce , revitalise & sustain brands			To understand concepts of reinforcing and revitalising Brand strategies



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10	Test & Project Presentation			
11				
12				
13				
14				
15				

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	Brand Identity & Branding Strategy	How to apply concepts of brand identity & branding strategies	
4	Book Review			
5	Group Discussion	Group discussions on case studies related to the concepts		
6	Business Quiz / Business News sharing			
7	Videos / Simulation	Videos related to Brands & brand management		
8	Use of Softwares and Labs			



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9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		10
Presentation	Project	20
Case Study		
Participation		10
Others		

Signature of Faculty

Signature of the Co-ordinator