



DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY
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COURSE PLAN – PART I			
Course Title	Strategic Brand Management		
Course Code	MB 850	No. of Credits	2
Course Code of Pre-requisitesubject(s)	NIL		
Session	July 2023	Section	
Name of Faculty	Dr.G. Muruganatham	Department	MBA
Email	murugan@nitt.edu	Telephone No.	9865175135
Name of Course Coordinator(s) (if, applicable)	NIL		
Course Type		Core course <input type="checkbox"/>	Elective course <input checked="" type="checkbox"/>

SYLLABUS

Unit I Product Management
 Meaning and Types Product - Role of a Product Manager - Responsibilities of a Product/Brand Manager - Product mix decisions.

Unit II Brand Management Concept
 Basic understanding of brands - significance of a brand - Branding impact on buyers - Brand Image building - Brand Identity - Brand Associations - Brand personality - Brand loyalty.

Unit III Brand Elements
 Crafting of Brand Elements - Creating competitive advantage - Product/Brand - Differentiation strategies - Brand Positioning strategies - Branding in the Digital environment.

Unit IV Branding Decisions
 Branding Strategies - Brand Portfolio management - Product line and Brand Extension - Role of Brand ambassadors/Celebrities in Brand Building - Co branding - Private Labels - Brand Rejuvenation.



Unit V Brand Equity
 Creating, managing and measuring Brand Equity - Customer Based Brand Equity model - Integrating Marketing Communication to build brand equity - Managing Service Brands - Relevant case studies.

COURSE OBJECTIVES

- To make the students understand the key concepts in Brand Management
- To explore the various aspects related to Product and Brand Management and to enhance the understanding for decision Making.
- This course intends to create awareness to the learner to enable the use of branding as a

key differentiator. <ul style="list-style-type: none"> This course is designed to get familiarized with the different contemporary branding theories and practices. 	
COURSE OUTCOMES (CO)	
Course Outcomes	Aligned Programme Outcomes (PO)
<ul style="list-style-type: none"> Students would be able to examine the brand concepts in a real - life setting. 	1, 2, 3, 4
<ul style="list-style-type: none"> Students will be able to assess the viability of launching a new brand. 	2, 3, 5, 6
<ul style="list-style-type: none"> Students would be able to examine the methods for choosing brand elements for a new product or service. 	6, 7, 8, 9
<ul style="list-style-type: none"> Students would be able to evaluate the branding decisions and brand building strategies of various brands. 	8, 9, 10

COURSE PLAN – PART II			
COURSE OVERVIEW			
This course will be offered during the Fourth Trimester. Total Number of sessions: 30. Each session is 50 minutes. This course aims to provide the understanding and application of Branding decisions.			
COURSE TEACHING AND LEARNING ACTIVITIES			
S.No.	Week/Contact Hours	Topic	Mode of Delivery
1	1-6	First Unit in the syllabus	Lecture, Article Review
2	6-12	Second Unit in the syllabus	Case Discussion, Lecture
3	12-18	Third Unit in the syllabus	Lecture, Case Discussion, Guest Lecture
4	19-24	Fourth Unit in the syllabus	Lecture, Case Discussion, Guest Lecture
5	25-30	Fifth unit in the syllabus	Lecture, Case Discussion, Seminar, Micro Presentation.

COURSE ASSESSMENT METHODS (shall range from 4 to 6)				
S.No.	Mode of Assessment	Week	Duration	% Weightage
1	Cycle Test	7	90 minutes	25
2	Assignment 1	3	3 weeks	15
3	Assignment 2	7	2 weeks	10
5	Final Assessment	11	3 Hours	50
Attending all the assessments (Assessment 1 to 4) is MANDATORY for every student.				
COURSE EXIT SURVEY (mention the ways in which the feedback about the course shall be assessed)				
As per the Institute Standard procedure, Feedbacks are collected before final examination through MIS portal.				
COURSE POLICY (preferred mode of correspondence with students, compensation assessment policy to be specified)				
Through E mail, WhatsApp and in person meeting. Retest will be conducted for valid reasons.				
ATTENDANCE POLICY (A uniform attendance policy as specified below shall be followed)				
<ul style="list-style-type: none"> ➤ At least 75% attendance in each course is mandatory. ➤ A maximum of 10% shall be allowed under On Duty (OD) category. ➤ Students with less than 65% of attendance shall be prevented from writing the final assessment and shall be awarded 'V' grade. 				
ACADEMIC DISHONESTY & PLAGIARISM				
<ul style="list-style-type: none"> ➤ Possessing a mobile phone, carrying bits of paper, talking to other students, copying from others during an assessment will be treated as punishable dishonesty. ➤ Zero mark to be awarded for the offenders. For copying from another student, both students get the same penalty of zero mark. ➤ The departmental disciplinary committee including the course faculty member, PAC chairperson and the HoD, as members shall verify the facts of the malpractice and award the punishment if the student is found guilty. The report shall be submitted to the Academic office. <p>The above policy against academic dishonesty shall be applicable for all the programmes.</p>				
ADDITIONAL INFORMATION				
FOR APPROVAL				
 Course Faculty Dr.G.Murugantham		V.J.Sivakumar CC-Chairperson Dr.Sivakumar		 HOD Dr.G.Murugantham