

**Part B**  
**Programme: Master of Commerce (Semester: I) NEP**

Code of Subject	Title of Subject	Total Numbers of Periods
M.Com. NEP/15-C	<b>Brand Management</b>	60

**Course Outcomes**

1. The course train students to manage product, and building brand equity in the market of an organization
2. This gives them an insight of managing brand over multiple categories, over time and across multiple market segments
3. A learner will gain knowledge and skills in brand architecture and brand engagement
4. Can build strategies for launching product across market/s

Unit	Content	No. of Periods
Unit I	1.1 Branding- Concept, Evolution, 1.2 Difference between product & Brand, 1.3 Brand Portfolio, 1.4 Role of Branding	12
Unit II	2.1 Brand Positioning, Repositioning, 2.2 Brand Identity Prism, 2.3 Brand Image, 2.4 Types of Branding	12
Unit III	3.1 Brand Equity, 3.2 Brand Revitalization, 3.3 Brand Elimination, Brand Creation, 3.4 Managing Brand	12
Unit IV	4.1 Branding Challenges & Opportunities, 4.2 Branding of FMCG Goods 4.3 Branding in of Industrial Products Retail 4.4 Branding of, High Tech Products	12
Unit V	5.1 Branding of Services, Concept & Importance 5.2 Branding of Medical Industry 5.3 Branding of Hospitality Industry 5.4 Branding of Education Industry	12

**Suggested Readings: -**

1. Keller, Strategic Brand Management, Building, Measuring & Managing Brand Equity, 2nd Ed. PHI.
2. U.C. Mathur, Brand Management, Text and Cases, Macmillan Ltd.
3. Harsh Verma – Brand Management – Excel Books 2nd Edition, 2008
4. Chunawala S.A. Brand Management – Himalaya Publishing House, 3rd Edition, 2009. 5.Mahim Sagar, Brand Management, Anis Publication.