

## 4<sup>th</sup> Semester MBA Marketing Electives

STRATEGIC BRAND MANAGEMENT			
Course Code	22MBAMM403	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	2:2:0	SEE Marks	50
Total Hours of Pedagogy	40	Total Marks	100
Credits	03	Exam Hours	03
<b>Course Learning objectives:</b> <ul style="list-style-type: none"> <li>To appreciate the relationship between corporate strategy and Brand Management.</li> <li>To explore the various issues related to Brand Management, brand association, brand identity, brand architecture, leveraging brand assets, brand portfolio management.</li> <li>To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.</li> </ul>			
<b>Module-1 (7 Hours)</b>			
<b>Introduction:</b> Meaning of Brand, Concepts, Evolution of Brands, Functions of Brand to consumer, Role of Brand-Advantages of Brand, Product Vs Brand. <b>Branding-</b> Meaning, Creation of Brands through goods, services, people, Organization, Retail stores, places, online, entertainment, ideas, challenges to Brand builders. <b>Brand Management-</b> Meaning & Definition. Strategic Brand Management Process-Meaning, Steps in Brand Management Process, Strong Indian Brands.			
<b>Module-2 (5 Hours)</b>			
<b>Meaning, Model of CBBE:</b> Brand Equity: Meaning, Sources, Steps in Building Brands, Brand building blocks Resonance, Judgments, Feelings, performance, imagery, salience-Brand Building Implications, David Aaker's Brand Equity Model. Brand Identity & Positioning: Meaning of Brand identity, Need for Identity & Positioning, Dimensions of brand identity, Brand identity prism. Brand positioning: Meaning, Point of parity & Point of difference, positioning guidelines, Brand Value: Definition, Core Brand values, Brand mantras, Internal branding.			
<b>Module-3 (7 Hours)</b>			
<b>Meaning of Brand Knowledge:</b> Dimensions of Brand Knowledge, Meaning of Leveraging Secondary Brand Knowledge & Conceptualizing the leverage process. Criteria for choosing brand elements, options & tactics for brand elements-Brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & Symbols & their benefits, Characters & Benefits, Slogans & Benefits, Packaging. Leveraging Brand Knowledge.			
<b>Module-4 (7 Hours)</b>			
<b>Brand hierarchy,</b> Branding strategy, Brand extension and brand transfer, Managing Brands overtime. Brand Architecture and brand consolidation. Brand Imitations: Meaning of Brand Imitation, Kinds of imitations, Factors affecting Brand Imitation, Imitation Vs Later market entry,			

First movers advantages, Free rider effects, Benefits for later entrants, Imitation Strategies.

**Module-5 (7 Hours)**

**Establishing brand Equity Management Systems.** Methods for measuring Brand Equity-Quantitative Techniques & Quantitative Techniques, Making Brands go Global: Geographic extension, sources of opportunities for global brand, single name to global brand, consumers & globalization, conditions favoring marketing, barriers to globalization, managerial blockages.

**Module-6 (7 Hours)**

**Global branding:** Organization for a global brand, pathways to globalization. Luxury Brand Management: Luxury definition and relativity, luxury goods and luxury brands, basic psychological phenomena associated with luxury purchase, luxury marketing mix, luxury retail, international luxury markets: historical leaders and emerging countries.

**Assessment Details (both CIE and SEE)**

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

**Continuous Internal Evaluation:**

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

**CIE Marks shall be based on:**

- a) Tests (for 25Marks) and
- b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

**Semester End Examination:**

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is compulsory.

**Suggested Learning Resources:****Books:**

1. Strategic Brand Management, Building Measuring & Managing, Kevin Lane Keller, Pearson Education Latest Edition
2. Strategic Brand Management Jean, Noel, Kapferer Kogan Page India, Latest Edition
3. Brand Building and Advertising Concepts and Cases, M B ParameswaranTata McGraw Hill Publication Latest Edition.

**Web links and Video Lectures (e-Resources):**

- [https://r.search.yahoo.com/\\_ylt=AwrKC.yumfNimPsGS9u7HAX.;\\_ylu=Y29sbwNzZzMecG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1660160558/RO=10/RU=https%3a%2f%2finfolearners.com%2febooks%2fstrategic-brand-management-keller-4th-edition-pdf-free-download%2f/RK=2/RS=U5OgBIEUZ62VbrTFMU6vraNPfSU-](https://r.search.yahoo.com/_ylt=AwrKC.yumfNimPsGS9u7HAX.;_ylu=Y29sbwNzZzMecG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1660160558/RO=10/RU=https%3a%2f%2finfolearners.com%2febooks%2fstrategic-brand-management-keller-4th-edition-pdf-free-download%2f/RK=2/RS=U5OgBIEUZ62VbrTFMU6vraNPfSU-)
- [https://r.search.yahoo.com/\\_ylt=AwrKC.yumfNimPsGTdu7HAX.;\\_ylu=Y29sbwNzZzMecG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1660160558/RO=10/RU=https%3a%2f%2finfolearners.com%2febooks%2fstrategic-brand-management-kevin-lane-keller-pdf%2f/RK=2/RS=sD1VpREzcn0kxS0pjXk6qwLD8Y-](https://r.search.yahoo.com/_ylt=AwrKC.yumfNimPsGTdu7HAX.;_ylu=Y29sbwNzZzMecG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1660160558/RO=10/RU=https%3a%2f%2finfolearners.com%2febooks%2fstrategic-brand-management-kevin-lane-keller-pdf%2f/RK=2/RS=sD1VpREzcn0kxS0pjXk6qwLD8Y-)
- [https://r.search.yahoo.com/\\_ylt=AwrKC.yumfNimPsGVdu7HAX.;\\_ylu=Y29sbwNzZzMecG9zAzMEdnRpZAMEc2VjA3Ny/RV=2/RE=1660160558/RO=10/RU=https%3a%2f%2fsites.google.com%2fsite%2fonlineamazonbookdownload%2f-pdf-download-strategic-brand-management-pdf-by-kevin-lane-keller/RK=2/RS=z1m\\_wwr1.oNfn.v1DhFqibGa90E-](https://r.search.yahoo.com/_ylt=AwrKC.yumfNimPsGVdu7HAX.;_ylu=Y29sbwNzZzMecG9zAzMEdnRpZAMEc2VjA3Ny/RV=2/RE=1660160558/RO=10/RU=https%3a%2f%2fsites.google.com%2fsite%2fonlineamazonbookdownload%2f-pdf-download-strategic-brand-management-pdf-by-kevin-lane-keller/RK=2/RS=z1m_wwr1.oNfn.v1DhFqibGa90E-)

**Note:** The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

### Skill Development Activities Suggested

- Go to a supermarket and find the brand elements in various brands of soaps, mobiles, jeans, and other product.
- If you would start an MBA College, what would the positioning be with POP's and POD's?
- Pick up your college, analyse its positioning and how would you reposition it?
- Pick a multiproduct company and as completely as possible analyze its brand portfolio and brand extensions?
- Consider some groups like Tata's, Birla's, Infosys etc – what is their branding strategy.
- Students are supposed to assess the product life cycle and appraise alternative approaches to luxury brand management.
- Students can select any two popular brands and identify and examine the criteria for success in the luxury brand industry.

### Course outcome

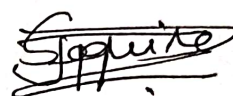
At the end of the course the student will be able to :

Sl. No.	Description	Blooms Level
CO1	Comprehend & correlate all the management functions to brand creation	L1/L2
CO2	Ability to develop the branding strategies	L3
CO3	Demonstrate their acumen in applying managerial and behavioural concepts in creating brand equity	L4
CO4	Ability to analyse the global brands and their SWOT.	L4

01.02.2023

**Mapping of COS and POs**

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2			2				2		
CO3				3				2	
CO4		2		2					3



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INTEGRATED MARKETING COMMUNICATIONS			
<b>Course Code</b>	<b>22MBAMM404</b>	<b>CIE Marks</b>	<b>50</b>
<b>Teaching Hours/Week (L:P:SDA)</b>	<b>2:2:0</b>	<b>SEE Marks</b>	<b>50</b>
<b>Total Hours of Pedagogy</b>	<b>40</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Hours</b>	<b>03</b>
<b>Course Learning objectives:</b> <ul style="list-style-type: none"> <li>To build a comprehensive framework for integrated marketing communications.</li> <li>To the study the advertising, publicity, personal selling, direct marketing and sales promotion.</li> <li>To enhance knowledge of emerging trends in integrated marketing communications.</li> <li>To acquaint the students with the latest internet and e-marketing techniques, ethically way of handling business.</li> </ul>			
<b>Module-1 (6 Hours)</b>			
<b>Integrated Marketing Communication:</b> Role of IMC in marketing process, IMC planning model, Marketing and promotion Process model. <b>Communication Process,</b> steps involved in developing IMC programme, Effectiveness of marketing communications <b>Advertising:</b> Purpose, Role, Functions, Types, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC <b>Relevant Case Study</b>			
<b>Module-2 (6 Hours)</b>			
<b>Advertising Agency:</b> Type of agencies, Services offered by various agencies, Criteria For selecting the agencies and evaluation. <b>Advertising objectives and Budgeting:</b> Goal setting – DAGMAR approach, various budgeting methods used. <b>Relevant Case Study</b>			
<b>Module-3 (7 Hours)</b>			
<b>Media planning:</b> Factors considered in Media Planning, Developing Media plan, Importance, Problems encountered, Advertising Media, Media Evaluation-Print, Broadcast media, Support media in advertising. <b>Media strategy:</b> Creativity, Elements of creative strategies and its implementation, Importance of Headline and body copy. <b>Relevant Case Study</b>			
<b>Module-4 (7 Hours)</b>			
<b>Direct Marketing:</b> Features, Functions, Growth, Advantages/Disadvantages, And Direct Marketing Strategies. <b>Promotion:</b> Meaning, Importance, tools used, Conventional/unconventional, drawbacks, push pull strategies, Co-operative advertising, Integration with advertising and publicity <b>Public relation/ Publicity:-</b> Meaning, Objectives, tools of public relations, Public Relation strategies, Goals of publicity <b>Corporate Advertising</b> – Role, Types, Limitations, PR Vs Publicity <b>Relevant Case Study</b>			

<b>Module-5 (7 Hours)</b> <b>Monitoring, Evaluation and control:</b> Measurement in advertising, various methods used for evaluation, Pre-testing, Post testing. <b>Relevant Case Study</b>
<b>Module-6 (7 Hours)</b> <b>International Advertising:</b> Global environment in advertising, Decision areas in international advertising. <b>Industrial advertising:</b> B 2 B Communication, Special issues in Industrial selling. <b>Internet advertising:</b> Meaning, Components, Advantages and Limitations, Types of Internet advertising <b>Advertising Laws &amp; Ethics:</b> Advertising & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI <b>Relevant Case Study</b>
<b>Assessment Details (both CIE and SEE)</b>  <p>The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.</p> <p><b>Continuous Internal Evaluation:</b></p> <p>There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.</p> <p><b>CIE Marks shall be based on:</b></p> <p>a) Tests (for 25Marks) and</p> <p>b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.</p> <p><b>Semester End Examination:</b></p> <p>The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.</p> <ul style="list-style-type: none"> <li>• The question paper will have 8 full questions carrying equal marks.</li> <li>• Each full question is for 20 marks with 3 sub questions.</li> <li>• Each full question will have sub question covering all the topics.</li> <li>• The students will have to answer five full questions; selecting four full question from question number one to seven in the pattern of 3, 7 &amp; 10 Marks and question number eight is compulsory.</li> </ul>

**Suggested Learning Resources:**

1. Advertising and Promotions IMC Perspectives: Belch and Belch, 9/e, Tata McGraw Hill, 2012.
2. Advertising & Integrated Brand Promotion - O'Guinn, Allen, Semenik, Cengage Learning, 2008
3. Integrated Advertising, Promotion, and Marketing Communications, Global Edition, Kenneth E Clow, **Donald E Baack**, 9th edition Published by Pearson, Copyright © 2022
4. Advertising an IMC Perspective, S.N. Murthy & U Bhojanna, Excel Books, 2007
5. Integrated Marketing Communications – Niraj Kumar, HPH, 2013.
6. Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press
7. Advertising & Promotions: An IMC perspective, Kruti Shah and Alan, Souza, Tata Mc Graw Hill
8. Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning

**Web links and Video Lectures (e-Resources):**

**Weblinks for Video lectures:**

1. <https://www.digimat.in/nptel/courses/video/110107158/L04.html>
2. [https://www.academia.edu/13180608/E\\_Book\\_IMC\\_Integrated\\_Marketing\\_Communication](https://www.academia.edu/13180608/E_Book_IMC_Integrated_Marketing_Communication)
3. <https://www.pdfdrive.com/integrated-marketing-communications-d41011351.html>
4. <https://www.digimat.in/nptel/courses/video/110107158/L03.html>
5. <https://www.youtube.com/watch?v=GyxdlocMSpY>
6. <https://www.youtube.com/watch?v=dQNRWF1BaTc>
7. <https://www.youtube.com/watch?v=joyTZI5isp4>
8. <https://www.youtube.com/watch?v=iGZZqpytetE>
9. <https://www.youtube.com/watch?v=-WXxxR-Ry3E>
10. <http://www.gurukpo.com>
11. <https://www.youtube.com/watch?v=uuFGD7eCrhc>

**Weblinks for Additional e-Resources:**

1. [https://www.researchgate.net/publication/46966230\\_Advertising\\_and\\_Promotion\\_An\\_Integrated\\_Marketing\\_Communication\\_Perspective](https://www.researchgate.net/publication/46966230_Advertising_and_Promotion_An_Integrated_Marketing_Communication_Perspective)
2. <https://bestdigitalagency.in/best-advertising-agencies-in-bangalore/>
3. <https://www.marketingevolution.com/marketing-essentials/media-planning>
4. <https://www.marketing91.com/media-strategy/>
5. <https://www.cyberclick.net/numericalblogen/what-is-direct-marketing-benefits-and-steps-to-campaign>
6. <https://www.startingbusiness.com/blog/marketing-ethics>
7. <https://www.igi-global.com/chapter/integrated-marketing-communication-and-the-ethics-of-advertising/213085>
8. <https://byjus.com/commerce/what-is-promotion/>
9. <https://www.managementstudyhq.com/public-relations-and-publicity.html>
10. <https://ebooks.ibsindia.org/imc/chapter/sessions-24-25-monitoring-evaluation-control-integrated-marketing-communication/>
11. <https://www.artofmarketing.org/international-marketing-2/advertising/international-advertising-meaning-characteristics-nature-and-media-selection/13601>
12. <https://sendpulse.com/support/glossary/advertising>
13. <https://www.managementstudyguide.com/industrial-advertising.htm>

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**Skill Development Activities Suggested**

- Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
- Ability to create an integrated marketing communications plan which includes promotional strategies.
- Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.
- Prepare advertising copy and design other basic IMC tools.
- Develop Internet media strategies to solve business problems.

**Course outcome**

At the end of the course the student will be able to :

Sl. No.	Description	Blooms Level
CO1	The students will be able to define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.	L1
CO2	The students will be getting an idea to explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.	L2
CO3	The students will get the ability to create an integrated marketing communications plan which includes promotional strategies.	L3
CO4	The students will get trained in the art of drafting, prepare advertising copy and design other basic IMC tools ethically Situations.	L4

**Mapping of COS and POs**

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1					2			
CO2		1					2		
CO3			1		2		3		
CO4				1	2			3	2



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