

Veer Narmad South Gujarat University
Advance Marketing Management I
T.Y. B.B.A., Semester V Effective from June 2013

Objectives:

To sensitise students with concept of Brand and Brand Equity and expose them with different tools for building brand equity. To expose students with concept of Sales Management and equip them with skills required in successful personal selling.

Pedagogic Tools:

Lectures, Case studies, Practical examples from corporate & business world, assignments, projects & presentations

Contents

- 1. Introduction to Brand and Brand Management (35)**
Meaning of Brand and Brand management, Importance, Scope, Challenges, Brand Management Process
- 2. Building brand and Brand Equity (35)**
Customer based brand equity, Source of brand equity, Building a strong brand, Criteria for choosing brand elements, Options and tactics for brand elements
- 3. Managing brand over time (30)**
Reinforcing brands, Revitalizing brands, Adjustment to brand portfolio

Books for References

- 1. Strategic Brand Management: Building, Measuring and Managing Brand Equity – Kevin Keller, PHI.***