



## QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

<b>Course Name</b>	<b>Brand Management</b>
<b>Course Code</b>	<b>MKT517</b>
<b>Semester</b>	<b>Sixth</b>
<b>Credit Hours</b>	<b>03</b>
<b>Total Weeks</b>	<b>16/18</b>
<b>Total Hours</b>	<b>48/54</b>
<b>Total Marks</b>	<b>100</b>
<b>Pre-requisite</b>	<b>None</b>

### Course Objectives

This course focuses on understanding of brand and differentiates between brand assets and value. The purpose of this course is to prepare students to implement the concepts of branding and practice brand management. Students will also learn that how brands create value for the customers as well as for the company, and understand the various dimensions of brand management. It also touches strategic implications of branding, brand diversity, and the types of brands and the challenges of modern markets. Students will be equipped with the knowledge of why brands need identity, positioning, and why and how brands are managed in a competitive market?

### Grading Criteria

<b>Distribution</b>	<b>Weight</b>
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

### Recommended Books

- Kevin Lane Keller (2003), Strategic Brand Management (2nd edition). NJ: Prentice Hall.
- Blackett, T. & Boad, B. (Eds.). (1999). Co-Branding: The Science of Alliance. London: Macmillan.
- Duncan, T., & Moriarty, S. (1997). Driving Brand Value: Using Integrated Marketing to Manage Profitable Stakeholder Relationships. New York.
- Leslie de Chernatony and Malcom McDonald, 2nd Edition, Creating Powerful Brands, Butterworth- Heinemann, New Delhi.
- Kotler and Keller, Marketing Management, 12th Edition, NJ: Prentice Hall.

## WEEK WISE BREAKDOWN

<b>Week</b>	<b>Description</b>
<b>1</b>	<ul style="list-style-type: none"><li>◇ What is brand?</li><li>◇ Brand versus Product.</li><li>◇ Can any this be branded?</li><li>◇ Physical Goods, Services, Retailers, People and Organizations, Sports, arts and Entertainment, Geographical Locations.</li><li>◇ (Home Work Branding Brief 1.2, 1.5, 1.6, 1.8, 1.10. Discussion Questions 1, 2, 3)</li></ul>
<b>2 &amp; 3</b>	<ul style="list-style-type: none"><li>◇ Concept of Brand Equity</li><li>◇ Customer Based Brand Equity</li><li>◇ Benefits from Brand Equity</li><li>◇ Customer Based Brand Equity Framework</li><li>◇ (Home Work: Branding Brief 2.2, 2.3, 2.4, 2.5, Discussion Question 1, 2)</li></ul>
<b>4</b>	<ul style="list-style-type: none"><li>◇ Brand awareness</li><li>◇ Brand Image</li><li>◇ (Home Work: Branding Brief 3.1, 3.3, Discussion Question 1, 3)</li></ul>
<b>5</b>	<ul style="list-style-type: none"><li>◇ Brand Elements Choice Criteria</li><li>◇ Brand Element Option and Tactics</li><li>◇ (Home Work: Branding Brief 4.1, 4.3, 4.4, Discussion Question 1, 2)</li></ul>
<b>6</b>	<ul style="list-style-type: none"><li>◇ Information Processing Model of Communications</li><li>◇ Overview of Marketing Communication options</li><li>◇ Developing Integrated Marketing Communications Programs</li><li>◇ (Home Work: Branding Brief 6.1, 6.3, Discussion Question 1)</li></ul>
<b>7</b>	<ul style="list-style-type: none"><li>◇ Product Strategy</li><li>◇ Pricing Strategy</li><li>◇ Channel Strategy</li><li>◇ (Home Work: Branding Brief 5.1, 5.2, 5.4, 5.5, Discussion Question 1, 2, 3)</li></ul>
<b>8</b>	<ul style="list-style-type: none"><li>◇ Leveraging Secondary Brand Associations to Building Brand Equity (Complete Chapter)</li><li>◇ (Home Work: Branding Brief 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, Discussion Question 1, 3)</li></ul>
	<b>Two Assignments + Two Test                      Mid Term Exam</b>
<b>9</b>	<ul style="list-style-type: none"><li>◇ Brand-Product Mix</li><li>◇ Brand Hierarchy</li><li>◇ Designing a Branding Strategy</li><li>◇ (Home Work: Branding Brief 11.1, 11.3, 11.5, Discussion Question 1, 2, 3)</li></ul>
<b>10</b>	<ul style="list-style-type: none"><li>◇ New Products and Brand Extensions</li><li>◇ Advantage and Disadvantages of Brand Extensions</li><li>◇ Evaluating Brand Extension Strategies</li><li>◇ (Home Work: Branding Brief 12.2, 12.3, 12.4 Discussion Question 1, 2)</li></ul>
<b>11 &amp; 12</b>	<ul style="list-style-type: none"><li>◇ Reinforcing Brands</li><li>◇ Revitalizing Brands</li><li>◇ Adjustments to Brand Portfolio</li><li>◇ Corporate Name Change</li><li>◇ Managing Brand Crisis</li><li>◇ (Home Work: Branding Brief 13.1, 13.2, 13.4, Discussion Question 1, 2)</li></ul>

<b>13 &amp; 14</b>	<ul style="list-style-type: none"> <li>◇ Strategic Brand Management Guidelines</li> <li>◇ What makes a strong Brand?</li> <li>◇ Special Application: Industrial goods, Services, Retailers, Small Businesses</li> <li>◇ The Aaker Model</li> <li>◇ The Young and Rubicam 'Brand Asset Valuator' TM -Model</li> <li>◇ (Home Work: Branding Brief 15.1, 15.2, 15.3, 15.4, Discussion Question 1, 2)</li> </ul>
<b>15 &amp; 16</b>	◇ Cases and Presentations.
	<b>Two Assignments + Two Test+ Presentation</b> <span style="float: right;"><b>Final Term</b></span>

**Learning Outcomes:**

- Establish the ability to elicit and analyze brand associations, and derive strategic implications for positioning, brand elements, and the usage of secondary brand associations.
- Establish basic understanding of different methods for brand valuation
- Establish skills enabling the students to assess growth-opportunities for brands, e.g., brand extension strategies
- Understand and apply principles for brand portfolio-management, including the challenges inherent in the continuum from corporate brands to branded articles, from house of brands to branded house.