

BRAND MANAGEMENT



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Short Description

BANGALORE UNIVERSITY BRAND MANAGEMENT

Description

BRAND MANAGEMENT SOLVED PAPERS AND GUESS

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RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

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M.K 6.5 BRAND MANAGEMENT

OBJECTIVE

The objective is to enable the students to acquire skills in Product & Brand Management

Unit 1: PRODUCT MANAGEMENT

Meaning of Product – Product Personality, Types of Products – Product Line, Product Mix.

Unit 2: PRODUCT DEVELOPMENT

Factors influencing design of the product – Changes affecting Product Management – Developing Product

Strategy; Setting objectives & alternatives, Product strategy over the lifecycle. New product development –

Product Differentiation and Positioning strategies. Failure of New Product.

Unit 3: MARKET POTENTIAL & SALES FORECASTING

Forecasting target market potential and sales – Methods of estimating market and sales potential, Sales

forecasting, planning for involvement in international market.

Unit 4: BRAND MANAGEMENT

Meaning of Brand – Brand Development: Extension, Rejuvenation, Re launch- Product Vs Brands, Goods

and services, Retailer and distributors, People and organization, Brand challenges and opportunities, The

brand equity concept, Identity and image.

Unit 5: BRAND LEVERAGING AND BRAND PERFORMANCE

Establishing a brand equity management system, measuring sources of brand equity and consumer mindset,

Co-branding, celebrity endorsement. Brand Positioning & Brand Building – Brand knowledge, Brand

portfolios and market segmentation – Steps of brand building, Identifying and establishing brand

positioning, Defining and establishing brand values.

Unit 6: DESIGNING & SUSTAINING BRANDING STRATEGIES

Brand hierarchy, Branding strategy, Brand extension and brand transfer – Managing

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2. Delivery in 5-7 days

3. Courier india only

4. Rating of product : largest selling

