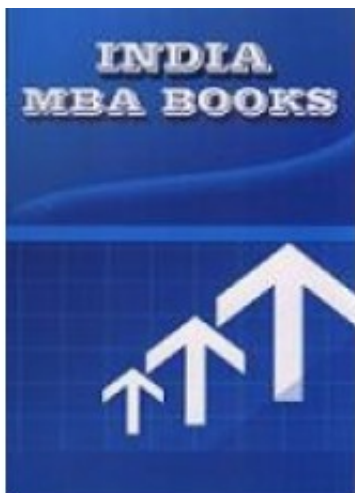


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PREVIEW OF CHAPTERS SYLLABUS

Brand Management

UNIT I

Concept of a Brand-Evolution-perspectives, anatomy, types of brand names, brand name associations, brands vs products, advantages of brands to consumers and firms, brand elements: components and choosing brand elements, branding challenges and opportunities.

UNIT II

Brand positioning-basic concepts-alternatives-risks-brands and consumers-strategies for positioning the brand for competitive advantage-points of parity-points of differencebuying decisions, perspectives on consumer behaviour, building a strong brand-method and implications

UNIT III

Brand image - dimensions-brand associations and image, brand identity-perspective levels and prism. Managing brand image-stages-functional, symbolic and experiential brands. Brand equity - sources of equity-brand equity models, brand audits, brand loyalty and cult brands.

UNIT IV

Leveraging brands - brand extensions, extendibility, merits and demerits, line extensions, line trap-co branding and licensing brands. Reinforcing and revitalization of brands-need, methods, brand architecture-product, line, range, umbrella and source endorsed brands. Brand portfolio management.

UNIT V

Brand valuation-methods of valuation, implications for buying and selling brands, applications-branding industrial products, services and retailers-building brands online. Indianisation of foreign brands and taking Indian brands global-issues and challenges.

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