

<b>Department: Business Administration</b>		<b>Program: MBA</b>	
<b>Course Name</b>	Brand Management	<b>Course Code</b>	MKT 624
<b>Pre-requisite</b>	Not Applicable	<b>Credit Hours</b>	3

### Brief Description

- Experts say a brand sells, not a product. Due to its significance in marketing, the study of branding and brand management is vital. This course examines the key elements in brand decision making. For marketers, product brand is extremely important as it forms the foundation that could create product demand, product images, product positioning and so on. Branding is a very powerful marketing tool in modern day businesses. Branding is part of the corporate and functional level business strategy. It is a very serious marketing effort on part of the marketing team.

### Course Objectives

After completion of this course the student will be able to:

- Evaluate the scope of brand management activity across organizations value chain and analyse how it relates to other business areas.
- Discuss product and brand planning, development, implementation and evaluation of brand selection, development and positioning in an era of emerging technology.
- Analyze the various ways of measuring the effectiveness of an overall branding program.
- Analyze various contemporary brand management problems and develop appropriate strategies to tackle them.
- Compare and contrast various ways of measuring the effectiveness of an overall branding program.
- Discuss the various ways of establishing the budget allocation for choosing branding strategies.

### Course Learning Outcomes

- Distinguish between concepts, principles, and theories of brand management
- Apply the concepts, principles, and theories in different brand management
- Demonstrate written communication skills
- Have oral communication skills
- Have skills of using computer applications in brand management
- Have scientific research skills in the field of brand management
- Have the skills of critical thinking and analysis in the fields of brand management
- Have the skills in strategic thinking and finding solutions in brand management
- Believe, and practice sustainability in brand management
- Have the skills of leadership, teamwork, and decision making in brand management
- Have the ability to distinguish between ethical issues in brand management
- Have the competence of social responsibility in the fields of brand management
- Have the competence to deal with cultural diversity in brand management

Course Topics			
<ul style="list-style-type: none"> <li>➤ Introduction to brand and need for branding</li> <li>➤ Naming of product including service... Classification of product &amp; service</li> <li>➤ Brand selection decisions, including legal aspects of product brand &amp; service</li> <li>➤ Brand management: planning and control</li> <li>➤ Brand positioning</li> <li>➤ Brand personality</li> <li>➤ Brand life cycle</li> <li>➤ Branding theories</li> <li>➤ Branding challenges</li> <li>➤ Social media and brands for today</li> <li>➤ Brand status and special topics and perspectives</li> </ul>			
Text Book			
<ul style="list-style-type: none"> <li>➤ O'Guinn, T., Allen, C. and Semenik, R. (2019). <i>Advertising and Integrated Brand Promotion</i>. Mason, OH: Thomson-South-Western.</li> </ul>			
Additional References			
<ul style="list-style-type: none"> <li>➤ Wilson, J. A. J. (2018). <i>Halal Branding</i>. London: Claritas Books.</li> </ul>			
Online Resources			
<ul style="list-style-type: none"> <li>➤ Academic databases available through the University's Library website.</li> <li>➤ Website of the American Association of Marketing, USA.</li> <li>➤ Website of the Chartered Institute of Marketing (CIM) website, UK.</li> </ul>			
Course Outline			
Week	Hours	Topics	Remarks
1	3	An introduction to brand and need for branding	
2	3	Naming of product & service: Classification of product & service	
3	3	Brand selection decision	
4	3	Outright sales; Licensing; Franchising; Own manufacturing and joint venture	
5	3	Definition of brand extension strategy, Brand cannibalization; Planned obsolescence & fashion	
6	3	Market competition and segmentation, Matured market and developing market, Marketing team and brand image, Issue of brand reputation	
7	3	Market competition and segmentation, Matured market and developing market, Marketing team and brand image	
8	3	Brand personality: authenticity, intersectionality, credibility, excitement and legitimacy Brand life cycle: Create, Curate and Culminate (3 Cs), Brand equity	

9	3	Midterm Exam	
10	3	Branding theories - old and new; Aaker's (1991) brand equity model	
11	3	Major factor preventing successful branding efforts: The technology concerned has little or no commercial application	
12	3	Difficulty in implementing technological break-throughs due to technical complexities such as health & environmental hazards Requirement of high capital investment for commercial production due to brand imitation	
13	3	Brand Status: International and transnational, national, local, regional, tribal or organizational. Brand and sensual pleasure centers	
14	3	Social media and brands for today	
15	3	Presentations	

Measurement and Assessment Tools														
Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Midterm Exam	20	9	X											
Case Study	10	12		X				X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X	X	X
Presentation	10	15			X	X								
Final Exam	40	TBD	X											
Total	100													

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	