Course Name : Brand Management
Course Code : MKT517
Credit Hours : 03
Course Week : 16-18
Total Hours : 48-54
Semester : 6th

Course Description
Strategic Brand Management is a course about branding. The course will examine the importance of building brand strategies that both enhance brand equity and endure through time. Particular emphasis will be placed on the design of marketing programs to build brand equity.

Learning Objectives:
Following the successful completion of this course, students should be able to:

- To increase understanding of the important issues in planning and evaluating product and brand strategies.
- To provide and be able to work with the appropriate theories, models and other tools to ensure better branding decisions, and to make these concepts relevant for any type of organization.
- To understand branding concepts from the consumer’s and managerial point-of-view.
- To explore contemporary issues in product and branding development and sustainability.
- To provide a strategic approach to product and branding issues.

The emphasis of the course will on concept building and Skill Development, therefore, the course contents covers cases, discussion questions and brief cases for students as homework.

Week 1:
What is brand?
Brand versus Product.
Can any this be branded?
Physical Goods, Services, Retailers, People and Organizations, Sports, arts and Entertainment, Geographical Locations.
(Home Work Branding Brief 1.2, 1.5, 1.6, 1.8, 1.10. Discussion Questions 1, 2, 3)

Week 2 and 3.
Concept of Brand Equity
Customer Based Brand Equity
Benefits from Brand Equity
Customer Based Brand Equity Framework
(Home Work: Branding Brief 2.2, 2.3, 2.4, 2.5, Discussion Question 1, 2)

Week 4.
Brand awareness
Brand Image
(Home Work: Branding Brief 3.1, 3.3, Discussion Question 1, 3)

Week 5.
Brand Elements Choice Criteria
Brand Element Option and Tactics
(Home Work: Branding Brief 4.1, 4.3, 4.4, Discussion Question 1, 2)

Week 6.
Information Processing Model of Communications
Overview of Marketing Communication options
Developing Integrated Marketing Communications Programs
(Home Work: Branding Brief 6.1, 6.3, Discussion Question 1)

Week 7.
Product Strategy
Pricing Strategy
Channel Strategy
(Home Work: Branding Brief 5.1, 5.2, 5.4, 5.5, Discussion Question 1, 2, 3)

Week 8.
Leveraging Secondary Brand Associations to Building Brand Equity (Complete Chapter)
(Home Work: Branding Brief 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, Discussion Question 1, 3)

Week 9.
Brand-Product Mix
Brand Hierarchy
Designing a Branding Strategy
(Home Work: Branding Brief 11.1, 11.3, 11.5, Discussion Question 1, 2, 3)

Week 10.New Products and Brand Extensions
Advantage and Disadvantages of Brand Extensions
Evaluating Brand Extension Strategies
(Home Work: Branding Brief 12.2, 12.3, 12.4 Discussion Question 1, 2)
**Week 11 and 12**

Reinforcing Brands  
Revitalizing Brands  
Adjustments to Brand Portfolio  
Corporate Name Change  
Managing Brand Crisis  
(Home Work: Branding Brief 13.1, 13.2, 13.4, Discussion Question 1, 2)

**Week 13 and 14**

Strategic Brand Management Guidelines  
What makes a strong Brand?  
Special Application: Industrial goods, Services, Retailers, Small Businesses  
The Aaker Model  
The Young and Rubicam ‘Brand Asset Valuator’ TM Model  
(Home Work: Branding Brief 15.1, 15.2, 15.3, 15.4, Discussion Question 1, 2)

**Week 15 and 16**

Cases and Presentations.

**Text Book:**


**Reference Books:**

Articles by David Ackar and Leslie de Chernatony  
Study of Journal of Brand Management available on virtual Library Link from www.qurtuba.edu