

PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY
PANIPAT
Department of Management Studies

Semester: 3rd

Subject In-Charge: Dr. Saurabh Garg

Course Title: Strategic Brand Management

Course No. MM 305

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
1	L-1	Introduction to Brand Management	CO 1
2	L-2	Brand- Definition, Evolution of Brands	CO 1
3	L-3	Industry Brand Analysis	CO 1
4	L-4	Industry Brand Analysis-Cont	CO 1
5	L-5	Functions of Brand, Branding challenges and opportunities	CO 1
6	L-6	Brand extension decisions-, brand extension causes and types	CO 2
7	L-7	Line extension, line extension trap	CO 2
8	L-8	Brand extendibility.	CO 2
9	L-9	Brand discussions from newspapers	CO 2
10	L-10	Case Study: Brand Saga: Reliving Santoor's 35 years of defining ageless beauty	CO 2
11	L-11	Brand Value: Definition, Core Brand values. Value creation	CO 3
12	L-12	Brand equity and brand image	CO 3
13	L-13	Defining brand equity	CO 3
14	L-14	Brand image constellation	CO 4
15	L-15	Brand Quiz	CO 4
16	L-16	Brand image dimensions	CO 4
17	L-17	Brand Saga: Dabur Chyawanprash, the age-old concoction that stood the test of time	CO 4
18	L-18	Discussion on Brand Blogs	CO-2
19	L-19	Innovation: Diffusion of Innovation and opinion	CO 5

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
20	L-20	Forces affecting brands	CO 4
21	L-21	Brands revitalization and brand elimination	CO 4
22	L-22	Group Presentations on brand identity	CO-4
23	L-23	Brand Quiz	
24	L-24	How Surf Excel popularized 'Dirt is Good' concept in Nepal	CO 4
25	L-25	Brand positioning - Meaning, Point 2 of parity & Point of difference	CO 4
26	L-26	Discussion on IPL Brand	CO 4
27	L-27	Brand Valuation- Meaning, approaches of brand valuation;	CO 4
28	L-28	Cost based approach, market based approach, royalty approach, discounted cash flow approach, interbrand approach,	CO 4
29	L-29	Revision	
30	L-30	Last year Question Paper	