

Objective: Following the successful completion of this course, students should be able to: Understand the importance of evaluating and planning brand strategies; and Understand appropriate theories, model and other tools to make better branding decisions.

Text Book:

Kevin Keller **Strategic Brand Management Building, Measuring, and Managing Brand equity** ;(Latest Ed) Pearson Ed.

Orville Walker, John Mullins, Boyd Jr. Harper **Marketing Strategy: A Decision Focused Approach** ;(Latest Ed) Tata Mgraw Hill

Evaluation system:

Internal Examination	30%
University Examination	40%
Class Participation, Quiz, Assignment, Term Paper	30%

Tentative Teaching Schedule:

Chapter	TOPIC	Session
1	Market oriented perspective successful Corporate, business and Marketing Strategy	2
2	Corporate strategy decisions and their Marketing implications	2
3	Business Strategy and Marketing implications	2
4	Understating Market opportunity	2
5	Measuring market opportunity	2
6	Targeting Attractive market segment	2
7	Differentiation and Positioning	2
8	Marketing strategy for new market	2
9	Strategies for growth, mature and decline market	2
10	Strategies for new economy	2
	Cases	3
11	Brands and brand management	2
12	Customer based Brand equity	2
13	Brand Positioning and Values	2
14	Choosing Brand Elements to build Brand equity	2
15	Designing Marketing Program to build Brand equity	2
	Cases	3
	Total	36

References:

1. Kevin Keller Strategic Brand Management Building, Measuring, and Managing Brand equity;(2nd Ed) Pearson Ed. Text Book
2. Orville Walker, John Mullins, Boyd Jr. Harper Marketing Strategy: A Decision Focused Approach ;(Latest Ed) Tata Mgraw Hill Text Book
3. Journal of Marketing
4. Marketing Mastermind-ICFAI Journal
5. Advertising Express-ICFAI Journal
6. Economic Times- Brand Equity- every Wednesday
7. Business World- The strategist- every Tuesday

CHIRAGRATHOD

Note: Cell Phones

Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the course will be suspended from class for a week or mobile phone will be seized.

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Department of Business Management

Sankalchand Patel College of Engineering
