

## NIRMA UNIVERSITY

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|-----------------------------|--------------------------------|
| <b>Institute:</b>           | Institute of Law               |
| <b>Name of Programme:</b>   | B.B.A.,LL.B (Hons)             |
| <b>Course Code:</b>         | 3LB202CC27                     |
| <b>Course Title:</b>        | Brand Marketing and Management |
| <b>Course Type:</b>         | Core                           |
| <b>Year of Introduction</b> | 2026                           |

### Course Learning Outcomes:

After completion of the course, the students will be able to:

1. Demonstrate knowledge of the strategic brand management process, differentiate between brands and products, and explain the importance of branding for firms and consumers. (BL-1)
2. Explain the brand life cycle, identify core brand values, and articulate strategies for brand positioning, personality, and image. (BL-1)
3. Construct integrated brand marketing strategies by selecting appropriate brand elements and applying personalized, experiential, channel-based, and promotional plans. (BL-2)
4. Design brand equity management systems and apply strategies to grow and sustain brand equity in a new media environment. (BL-2)
5. Analyze brand performance using the Brand Value Chain and apply qualitative, quantitative, comparative, and Brand Asset Valuator (BAV) research techniques. (BL-3)
6. Develop global branding strategies, conduct brand audits, and address legal, ethical, and digital challenges in maintaining strong brands. (BL-3)

### Content

**Teaching Hours:60**

|                 |                                                                              |                 |
|-----------------|------------------------------------------------------------------------------|-----------------|
| <b>Unit I</b>   | <b>Introduction to Brand Marketing Management</b>                            | <b>10 Hours</b> |
|                 | 1.1 Meaning of Brand, Branding and Brand Marketing Management                |                 |
|                 | 1.2 Evolution of Branding                                                    |                 |
|                 | 1.3 Importance of Branding for consumers and firms                           |                 |
|                 | 1.4 Differences between Brands and Products                                  |                 |
|                 | 1.5 Branding Challenges and Opportunities                                    |                 |
|                 | 1.6 Strategic Brand Management Process                                       |                 |
| <b>Unit II</b>  | <b>Planning of Brand Marketing Programs</b>                                  | <b>7 Hours</b>  |
|                 | 2.1 Life cycle of a Brand                                                    |                 |
|                 | 2.2 Brand Building                                                           |                 |
|                 | 2.3 Identifying and Establishing Brand Positioning and Values                |                 |
|                 | 2.4 Brand Repositioning                                                      |                 |
|                 | 2.5 Brand Personality                                                        |                 |
|                 | 2.6 Brand Image                                                              |                 |
| <b>Unit III</b> | <b>Designing and Implementing Brand Marketing Strategies</b>                 | <b>10 Hours</b> |
|                 | 3.1 Brand Elements: Meaning, Criteria for Choosing, Types of Brand Elements  |                 |
|                 | 3.2 Personalising Marketing -Experiential, One-to-One & Permission Marketing |                 |
|                 | 3.3 Marketing Mix Strategies for Brands                                      |                 |
|                 | 3.4 Channel Strategy - Direct and Indirect                                   |                 |
|                 | 3.5 Promotion Strategy -Integrated Marketing Communication                   |                 |



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|----------------|---------------------------------------------|----------------|
| <b>Unit IV</b> | <b>Brand Equity</b>                         | <b>10Hours</b> |
|                | 4.1 Customer-Based Brand Equity             |                |
|                | 4.2 Brand Equity Management System          |                |
|                | 4.3 Growing and Sustaining Brand Equity     |                |
|                | 4.4 New Media Environment: Brand Amplifiers |                |
|                | 4.5 Growing and Sustaining Brand Equity     |                |

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|---------------|-------------------------------------------------------|-----------------|
| <b>Unit V</b> | <b>Measuring and Interpreting Brand Performance</b>   | <b>15 Hours</b> |
|               | 5.1 The Brand Value Chain                             |                 |
|               | 5.2 Qualitative Research Techniques for Brand Equity  |                 |
|               | 5.3 Quantitative Research Techniques for Brand Equity |                 |
|               | 5.4 Young & Rubicam's Brand Asset Valuator (BAV)      |                 |
|               | 5.5 Comparative Methods for Measuring Brand Equity    |                 |
|               | 5.6 Holistic Methods for Measuring Brand Equity       |                 |

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|----------------|---------------------------------------------------|----------------|
| <b>Unit VI</b> | <b>Recent trends in Branding</b>                  | <b>8 hours</b> |
|                | 6.1 Managing Strong Brands                        |                |
|                | 6.2 Brand Ladder                                  |                |
|                | 6.3 Country Branding                              |                |
|                | 6.4 Global Brand Strategy                         |                |
|                | 6.5 Managing Brands Over Time                     |                |
|                | 6.6 Brand Audits                                  |                |
|                | 6.7 Managing Brands in the Digital Era            |                |
|                | 6.8 Legal and Ethical Aspects in Brand Management |                |

Self-Study: NA  
Suggested List of NA

Experience:

Suggested Reading

- Keller, K. L., Swaminathan, V., Parameswaran, A. M. G., & Jacob, I. C. (2020). Strategic Brand Management: Building, Measuring and Managing Brand Equity (5th ed.). Pearson Education
- Beverland, M. (2021). Brand Management: Co-creating Meaningful Brands (2nd ed.). SAGE Publications.
- Chernev, A. (2020). Strategic Brand Management (3rd ed.). Cerebellum Press.
- Roedder John, D. (2017). Strategic Brand Management: Lessons for Winning Brands in Globalised Markets (1st ed.). Oxford University Press.
- Miller, D. (2017). Building a Story Brand: Clarify Your Message so Customers Will Listen. Harper Collins.
- Temporal, P. (2012). Advanced Brand Management. John Wiley & Sons.
- Verma, H. V. (2007). Brand Management: Text and Cases. 2nd edition. Excel Books India.
- Sengupta, S. (2004). Brand Positioning: Strategies for Competitive Advantage. 2nd edition. McGrawHill Higher Education.

Suggested Case List: NA