

**LESSON/SESSION PLAN 2017-2018**

ST. JOSEPH'S COLLEGE OF COMMERCE, BANGALORE

Subject – **STRATEGIC BRAND MANAGEMENT**

Course : B.Com( AO)

Semester : III SEM

Faculty - Dr. Shubhra

Module Number	Session No	Topic	Pre- class activity	Pedagogy (in class)	Out of class assignment/assessment
1	1 -10	Introduction to brand management; Brand – meaning, evolution, functions, role, advantages; Branding – meaning, creation of brands and challenges; Brand management – strategic brand management process.	-----	LECTURES, DISCUSSIONS & CASE STUDY	Case study analysis ,Quiz, Q&A
2	11 - 22	Brand equity – meaning, steps in building brands – brand building blocks – David Aaker's brand equity model; Brand identity and positioning – brand value		Blended learning, LECTURES & CASE STUDY	Q&A

3	23- 29	Choosing brand elements – criteria – options – tactics – leveraging brand knowledge – meaning – dimensions. Brand value chain.		FLIP CLASS,Blended Learning, LECTURES & CASE STUDY	Q&A, Short research oriented assignments, case studies.
4	30-38	Measuring brand equity – techniques-brand audit process- return on brand investment. Managing brand equity – reinforcement, revitalisation, etc	Revise and get familiarized with different approaches	LECTURES & CASE STUDY	Q&A
5	39 - 53	Designing and sustaining branding strategies – brand architecture and hierarchy –building brand equity at different hierarchy levels- branding strategy- brand imitations – strategies. Marketing programmes to build brand equity-IMC strategy-Designing and implementing brand equity programmes.	Revise and get familiarized with different approaches	LECTURES & CASE STUDY	Case study , Quiz,debates, Q&A analysis.
6	54-60	Global branding – geographic extension – global opportunities – conditions – barriers- organisation for a global brand – pathways to globalisation of bands  Luxury brand management – definition and relativity – psychological phenomenon associated – luxury marketing mix, luxury retail – international luxury markets		Lecture LECTURES & CASE STUDY	Q&A

CIA Activities –

Short movie making/online assignments/case analysis/role plays/flip class/short research oriented activities/tests.