

Lecture Plan							
Name of the College: Government College of Arts, Science and Commerce. Sanquelim - Goa							
Name of Faculty: Ms. Sneha S. Gaonkar				Subject: Brand Management			
Paper code: CBM-205				Program: S.Y.B.Com		Division: Not Applicable	
Academic year: 2024-25				Semester: IV		Total Lectures:30	
Course Objectives: To provide students with a comprehensive understanding of Brand management, to enable learners to understand the methods of managing brands and strategies for brand Management, to provide learners with an understanding of methods of brand promotion and to create awareness among learners about key areas of branding strategy.							
Course Outcome: 1. Trace the historical development of branding, classify the types of brands, assess the challenges and opportunities. 2. Develop a comprehensive understanding about the different strategies in brand management. 3. Explain basic methods of promoting a brand 4. Identify key areas of brand strategies.							
Student Learning Outcome: 1. To trace the historical development of branding, classify the types of brands, assess the challenges and opportunities. 2. To develop a comprehensive understanding about the different strategies in brand management. 3. To explain basic methods of promoting a brand 4. To identify key areas of brand strategies.							
Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books

December 2024,	09/12/24	14/12/24	15	Unit 1: Introduction to Brand Meaning and Definitions of Brand – Branding- Concepts – Brand		Smart board PPT	Keller, K. L. (2012). Strategic Brand Management: Building, Measuring and Managing. Prentice Hall.
January 2025	16/12/24	21/12/24		Evolution – Features of good brand name- Functions of Brand -			
February 2025	02/01/25	04/01/25		Significance of Brands – Different Types of Brands – Co-Branding – Store brands			Kumar, R. (2002). Managing Indian Brands. Vikas Publication.
	06/01/25	11/01/25		- Digital branding, Corporate Branding, Service branding,			
	13/01/25	18/01/25		B2B branding, Global Branding, Luxury Brand Management,			Moorthi, Y. L. R. (2012). Brand Management. Vikas Publishing House.
	20/01/25	25/01/25		Branding Challenges and Opportunities, Competing with foreign brands, -			
	27/01/25	01/02/25		Brand Promotion Methods – Role of Advertising and Public relation in building brands,			Sagar, M., Singh, D., Agarwal, D. P., Gupta, A. (2009). Brand Management. Ane Books Pvt. Ltd.
	03/02/25	08/02/25		Celebrity Endorsements, On line Brand Promotions, Social Media strategies,			
	10/02/25	15/02/25		Branding through Sponsorship and Event marketing			Sharma, G., & Khundia, K. S. (2012). Brand Management. Himalaya Publishing House.
February 2025	17/02/25	22/02/25	15	Unit 2: Developing a Brand Strategy Strategic Brand Management process, brand positioning and differentiation,		Smart board PPT	Kumar, R. (2002). Managing Indian Brands. Vikas Publication.
March 2025,	24/02/25	01/03/25		Brand Architecture, Brand extensions, types of Brand extensions,			Moorthi, Y. L. R. (2012). Brand Management. Vikas Publishing House.
April 2025	03/03/25	08/03/25		Pros and Cons of Brand extensions, Brand Portfolio management,			
	10/03/25	15/03/25		Brand equity, sources of brand equity, measuring sources of Brand equity,			Sagar, M., Singh, D., Agarwal, D. P., Gupta, A. (2009). Brand Management. Ane Books Pvt.
	17/03/25	22/03/25		Measuring Outcome of			

				Brand equity, benefits of brand equity, Option and Tactics for Brand elements, Customer based brand equity.			Ltd. Sharma, G., & Khundia, K. S. (2012). Brand Management. Himalaya Publishing House.
	24/03/25	29/03/25					
	31/03/25	05/04/25					
	07/04/25	11/04/25		Ethical considerations in branding.			
Assessment Rubrics	Component	Max Marks					
	ISA 1	05					
	ISA	05					
	Practical						
	Project						
	Semester End Exam	40					