

Lecture Plan												
Name of the college: Government College of Arts, Science and Commerce, Sanquelim – Goa.												
Name of Faculty: Prashant V Bhonsle				Subject: Brand Management								
Paper code: CBM-205			Program: B.COM			Division:						
Academic year: 2025 - 2026			Semester: IV			Total Lectures: 28						
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To provide students with a comprehensive understanding of Brand management. 2. To enable learners to understand the methods of managing brands and strategies for brand Management. 3. To provide learners with an understanding of methods of brand promotion. 4. To create awareness among learners about key areas of branding strategy. 												
<p>Expected Course Outcome: After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 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. 												
<p>Student Learning Outcome: Students will be able to explain the concept of brand, types of brand, methods and strategies of promoting of brand.</p>												
Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/Assignment	ICT Tools	Reference books					

December	1 st Dec	06 th Dec	1	Introduction to subject and dictation of the syllabus		Smart Board (PPT)	
December	8 th Dec	13 th Dec	2	Unit 1: Introduction to Brand Meaning and Definitions of Brand – Branding-Concepts		Smart Board (PPT)	Principles of marketing by Philip Kotler, Gary Armstrong & others., Marketing Management by Philip Kotler, Kevin Keller & Others.
December	15 th Dec	20 th Dec	NIL	Tarang 2025		Smart Board (PPT)	
	22 nd Dec	23 rd Dec	1	Brand Evolution		Smart Board (PPT)	Strategic Brand Management: Building, Measuring & Managing by Keller, K.L.
January	2 nd Jan	3 rd Jan	NIL			Smart Board (PPT)	
January	5 th Jan	10 th Jan	2	Features of good brand name- Functions of Brand -		Smart Board (PPT)	Principles of marketing by Philip Kotler, Gary Armstrong & others.,

							Marketing Management by Philip Kotler, Kevin Keller & Others.
	12 th Jan	17 th Jan	2	Significance of Brands – Different Types of Brands – Co-Branding, Store Branding, Digital branding and Corporate Branding ISA 1 – Assignment	Smart Board (PPT)	Brand Management by Moorthi Y.L.R.	
January	19 th Jan	24 th Jan	2	Types of Branding- Service branding, B2B branding, Global Branding, Luxury Brand Management, Branding Challenges	Smart Board (PPT)	Principles of marketing by Philip Kotler, Gary Armstrong & others., Marketing Management by Philip Kotler, Kevin Keller & Others.	
January	26 th Jan	31 st Jan	1	Branding Opportunities, Competing with Foreign Brands	Smart Board (PPT)	Brand Management by Moorthi Y.L.R.	
February		7 th Feb	2	-Brand Promotion Methods – Role of Advertising and Public relation in building brands,	Smart Board (PPT)	Brand Management by Sharma, G., & Khundia, K.S.	

	2 nd Feb			Celebrity Endorsements, On line Brand Promotions, Social Media strategies,			
February	9 th Feb	14 th Feb	2	Branding through Sponsorship and Event marketing Unit 2: Developing a Brand Strategy Strategic Brand Management process ISA 2 – Written test	Smart Board (PPT)	Principles of marketing by Philip Kotler, Gary Armstrong & others., Marketing Management by Philip Kotler, Kevin Keller & Others.	
February	16 th Feb	21 st Feb	2	brand positioning and differentiation, Brand Architecture	Smart Board (PPT)	Brand Management by Sharma, G., & Khundia, K.S.	
	23 rd Feb	28 th Feb	2	Brand extensions, types of Brand extensions, Pros and Cons of Brand extensions,	Smart Board (PPT)	Brand Management by Moorthi Y.L.R. Brand Management by Sharma, G., & Khundia, K.S.	
March	2 nd March	7 th March	2	Brand Portfolio management, Brand equity, sources of brand equity.	Smart Board (PPT)	Brand Management by Sharma, G., & Khundia, K.S.	

March	9 th March	14 th March	2	measuring sources of Brand equity, Measuring Outcome of Brand equity, benefits of brand equity. ISA 3- Presentation	Smart Board (PPT)	Marketing Management by Philip Kotler, Kevin Keller & Others.
March	16 th Mar	21 st Mar	2	choosing brand elements to build brand equity, Brand element choice criteria	Smart Board (PPT)	Brand Management by Sharma, G., & Khundia, K.S.
March	23 rd March	28 th March	2	Option and Tactics for Brand elements, Customer based brand equity.	Smart Board (PPT)	Marketing Management by Philip Kotler, Kevin Keller & Others.
March	30 th March	31 st March	1	Ethical considerations in branding.	Smart Board (PPT)	Brand Management by Sharma, G., & Khundia, K.S.

*** Assessment Rubrics**

Component	Max Marks
ISA 1	5
ISA 2	5
ISA 3	5
Project	

Semester End	
Exam	40