

Product and Brand Management



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Description

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Product and Brand Management

UNIT-I
Branding terminology, basic branding concepts- brand awareness, brand personality, brand image, brand identity,
brand loyalty, brand equity, major branding decisions: selecting a brand name, brand extension decision, family
versus individual brand names, multiple branding, private versus national branding, importance of branding
UNIT II

Branding challenges and opportunities, concept of brand equity, sources and benefits of brand equity, customer based Brand equity, designing marketing programme to build brand equity, measurement of brand equity, Strategic brand management process, concept of Brand positioning and repositioning, Identifying and establishing brand positioning and values.

UNIT III

Planning and implementing brand marketing programmes, designing marketing programs, measuring and interpreting brand performance, Legal aspects of Branding, Copyright, Trademarks and IPR, designing and implementing branding strategies; Brand building and communication, E- Branding, handling brand name changes

UNIT IV

New products and brand extension, evaluating brand extension opportunities, reinforcing brands, revitalising brands, managing brands over geographic boundaries and market segments, rationale for going international, global marketing programs- advantage and disadvantage, standardisation versus customisation, global brand strategy, Branding in rural marketing, branding in specific sectors: retail, industrial, service brands

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