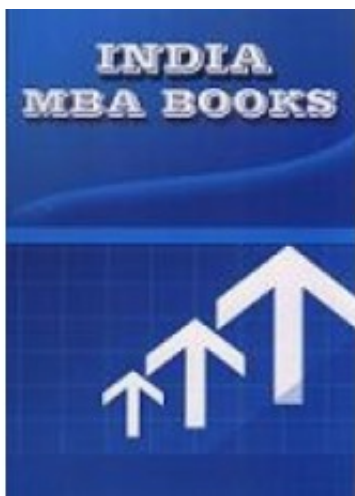


# Brand Management



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## **Unit-II**

Brand Positioning – Basic Concepts – Alternatives – Risks – Brands and Consumers – Strategies for Positioning the Brand for Competitive Advantage – Points of Parity – Points of Difference – Buying Decision Perspectives on Consumer Behavior, Building a Strong Brand – Method and Implications.

## **Unit-III**

Brand Image, Image Dimensions, Brand Associations and Image, Brand Identity – Perspectives, Levels, and Prisms. Managing Brand Image – Stages – Functional, Symbolic and Experiential Brands. Brand Equity – Sources of Equity. Brand Equity Models, Brand Audits. Brand Loyalty and Cult Brands.

## **Unit-IV**

Leveraging Brands – Brand Extensions, Extendibility, Merits and Demerits, Line Extensions, Line Trap – Co-branding and Licensing Brands. Reinforcing and Revitalization of Brands – Need, Methods, Brand Architecture – Product, Line, Range, Umbrella and Source Endorsed Brands. Brand Portfolio Management.

## **Unit-V**

Brand Valuation – Methods of Valuation, Implications for Buying and Selling Brands. Applications – Branding Industrial Products, Services and Retailers – Building Brands Online. Idealization of Foreign Brands and Taking Indian Brands Global – Issues and Challenges.

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