

<b>1 Name of the faculty: Mass Communication</b>											
<b>2. Course Name</b>	<b>SPECIALIZATION : BRAND MANAGEMENT AND POSITIONING</b>			<b>L</b>	<b>T</b>	<b>P</b>					
<b>3. Course Code</b>	<b>JM311</b>			<b>3</b>	<b>1</b>	<b>0</b>					
<b>4. Type of Course (use tick mark)</b>				<b>Core ( )</b>	<b>DE ( )</b>	<b>FC ( √ )</b>					
<b>5. Pre-requisite (if any)</b>	10+2 in any discipline	<b>6. Frequency (use tick marks)</b>	Even (√)	Odd ( )	Either Sem ( )	Every Sem ( )					
<b>7. Total Number of Lectures, Tutorials, Practical</b>											
<b>Lectures = 30</b>		<b>Tutorials = 10</b>		<b>Practical = 0</b>							
<b>8. COURSE OBJECTIVES: This course enhances student's understanding towards brand management so when students join any organization they perform according to standards set by industry.</b>											
<b>9. COURSE OUTCOMES (CO):</b> <i>After the successful course completion, learners will develop following attributes:</i>											
<b>COURSE OUTCOME (CO)</b>	<b>ATTRIBUTES</b>										
<b>CO1</b>	Student learn about basic concepts of brand										
<b>CO2</b>	Students learn about Review of brand management and brand leadership ideas										
<b>CO3</b>	Students learn about tools of brand management										
<b>CO4</b>	Students learn about how the brand advertisement campaigns are run										
<b>CO5</b>	Students work on projects of brand management										
<b>10. Unit wise detailed content</b>											
<b>Unit-1</b>	<b>Number of lectures = 08</b>	<b>Title of the unit: Introduction to brand management</b>			<b>Mapped CO:1</b>						
brand meaning, definition, scope and characteristics											
<b>Unit-2</b>	<b>Number of lectures =08</b>	<b>Title of the unit: Concept of Management</b>			<b>Mapped CO:1,2</b>						
management, meaning and definition scope and characteristics											
<b>Unit-3</b>	<b>Number of lectures = 08</b>	<b>Title of the unit: Branding</b>			<b>Mapped CO:3,1,2</b>						
brand, expansion, contraction, quality, categories, advertising											
<b>Unit-4</b>	<b>Number of lectures = 08</b>	<b>Title of the unit: Brand positioning</b>			<b>Mapped CO:4, 3</b>						
brand identity and valuation, brand awareness and image											
<b>Unit-5</b>	<b>Number of lectures = 08</b>	<b>Title of the unit: Consumer behaviour</b>			<b>Mapped CO:5, 4, 3</b>						
5 major factors influencing consumer behaviour, demography, culture, perception, barriers and self interest											
<b>11. CO-PO mapping</b>											
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>CO2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>CO4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>3 Strong contribution, 2 Average contribution, 1 Low contribution</b>											
<b>12. Brief description of self-learning / E-learning component</b>											
1. <a href="https://www.youtube.com/watch?v=Rx2jCFI6IVE">https://www.youtube.com/watch?v=Rx2jCFI6IVE</a>											
2. <a href="https://www.youtube.com/watch?v=kirHHgDKKqY">https://www.youtube.com/watch?v=kirHHgDKKqY</a>											
3. <a href="https://www.youtube.com/watch?v=tBZ3qe-Ig6A&amp;list=PLNdrAgyRLHzlRnLtXouNlqpMqewJXhNC">https://www.youtube.com/watch?v=tBZ3qe-Ig6A&amp;list=PLNdrAgyRLHzlRnLtXouNlqpMqewJXhNC</a>											
<b>13. Books recommended:</b>											
1.Product Strategy and Management, Michael Baker and Susan Hart, Pearson Education, Second Edition.											
2.Startegic Brand Management, Kapferer, J.-N. (1997). London: Kogan Page Limited											