



Curriculum - 2017
BBA Hons (Marketing) Degree Program
Faculty of Management and Finance
University of Ruhuna

MKT 32503: Brand Management

Level: 3000

Number of Credits : 03

Course Description

Brands as one of the most valuable assets for an organization are treated as a strategic tool in the highly competitive marketplace. This course focuses on the theoretical and applied aspects of the brand management. It covers analytical tools and practices in brand management which provides insights into how to build, measure, and manage brand equity by planning and implementing marketing programmes and formulating effective branding strategies.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Identify the concepts and theories in brand management,
- Recognize the challenges in managing brands,
- Understand the critical role of brands,
- Appraise branding strategies in developing brand equity,
- Formulate and manage branding programmes and strategies.

Teaching/Learning Methods

Lectures, Tutorials, Presentations, Case Studies, Group Discussions, and Workshops

Methods of Assessment

In-course Assessments : 30%
End Semester Examination : 70%

Course Contents

1. Brands and brand management
2. Brand awareness, Brand image and Brand associations
3. Brand loyalty and Brand equity
4. Brand positioning
5. Core brand values
6. Brand elements
7. Brand value chain
8. Brand audits
9. Brand personality
10. Secondary brand knowledge
11. Branding strategies
12. Brand product matrix
13. Brand portfolios and hierarchies
14. Brand reinforcement and revitalization

Recommended Reading

1. Keller, K. L., Parameswaran, M. G., & Jacob, I. (2012). *Strategic Brand Management*. Prentice Hall, New Delhi.