

FEDERAL URDU UNIVERSITY OF ARTS, SCIENCE AND TECHNOLOGY
ABDUL HAQ CAMPUS, KARACHI
MBA (EVENING) PROGRAMME

COURSE OUTLINE: BRAND MANAGEMENT

COURSE OBJECTIVE:

The course aims at providing basic understanding about the principles and practices for effective brand management. The course method includes lectures/discussions, article presentations, case studies and a term project based on the spot study of an issue relevant with brand management.

COURSE CONTENTS:

The Course covers following Topics.

- Introduction and major Functions of Brand management.
- Basic Models and Dimensions of Brand.
- Strategic Brand Management process
- Brand Picture, Brand based Customer model.
- Brand Positioning and Guiding Principles.
- Brand Extension/Diversification
- Brand Architecture
- Co branding
- Brand Advertising
- Effect's of Sales Promotion on Brands.
- Brand Pricing
- Returns on Brand's Investment (ROBI)

COURSE INSTRUCTOR: MUHAMMAD ALI

PRESCRIBED SOURCE MATERIAL:

1. Strategic brand management by Kevin lane keller,
2. Managing brand equity by David Aaker.