

KARACHI UNIVERSITY BUSINESS SCHOOL

UNIVERSITY OF KARACHI

BS – VII

Course Title	:	BRAND MARKETING
Course Number	:	BA (H) – 671
Credit Hours	:	03

COURSE CONTENTS:

1. Understanding Branding

- What is a Brand
- The Financial and Social Values of Brand
- What makes Brand Great?
- The Power of Brand
- Branding the Principles of Marketing

2.

Identifying and Establishing Brand Positioning

- Customer Based Brand Equity
- Brand Positioning and Brand Creation
- Visual and Verbal identity
- Brand Communication
- Brand Protection

3. Planning and Implementing Brand Marketing Programs

- Choosing Brand Elements to Build Brand Equity
- Designing Marketing Programs to Build Brand Equity
- Integrity Marketing Communication to BBE

4. The Scope of a Brand – Brand Stretching

- The Level of a Brand – Corporate or Product Brand
- The Extent of a Brand: Brand Stretching
- Criteria in Line Extension Discussions
- Designing and implementing Branding Strategies

5. Measuring and Interpreting Brand Performance

- Developing a Brand Equity Measurement and Management System
- Measuring Sources of Brand Equity: Capturing Customer Mind-Set
- Measuring Outcomes of Brand Equity: Capturing Market Performance

6. The Globalization of Brands

- Is the World Becoming One Big Market?
- The Elements of the Globalization Decision
- Internationalism: An Alternative of Globalization

RECOMMENDED BOOKS:

1. Kevin Lane Keller: Strategic Brand Management, Pearson Prentice Hall, New Delhi, India. 2008
2. David Arnold: The Handbook of Brand Management, Addison Wesley Publishing Company
3. Rita Clifton and John Simmons: Brand and Branding Profile Book Ltd., South Asian Edition 2009

