

**SYLLABI**  
**For**  
**Value Added Course**  
**Certificate Course in Brand Strategy**

**Offered by**  
**Department of Management Sciences**  
**Bachelors of Business Administration**  
**(Session: 2022-23)**



**TECNIA INSTITUTE OF ADVANCED STUDIES**

**GRADE "A" INSTITUTE**

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**Certificate Course in Brand Strategy Module Examination**

**Course Code: BBA- 416**

**L-2, T-0 Credits 2**

**Objectives:** The course seeks to know about creating a successful brand strategy, including core values, positioning, image, and building a brand.

**Learning Outcomes:**

- Understand the fundamental concepts of branding and brand strategies
- Discover the components on how brands create value for businesses and the customers
- Determine sustainable tactics to seize opportunities to consolidate your brand in the market
- Understand and identify brand positioning and numerous marketing communication vehicles that can communicate brand advantage to customers

**Course Contents:**

**Unit I**

**(8 Hours)**

Introduction to brand strategy, concept and role of branding, 5C analysis: company, customers, competitors, collaborators, and climate, segmentation, targeting, understanding customers, competitors and context, brand positioning strategy, brand positioning and numerous marketing communication, brand advantage to customers, understanding prejudices, brand built, role of brands in the contemporary marketplace, calculating the return on investment (ROI) of branding, brand equity, types of branding techniques, brand research.

**Unit II**

**(7 Hours)**

Brand essence and brand identity, brands value creation, brand design, verbal and visual brand expression, logo design and brand personality, brand communication, 6ms framework of brand communication, brand extensions, brand repositioning, brand portfolio strategy, global branding strategy, brand equity, brand loyalty, customer relationship management (CRM) tool, influencer marketing and celebrity branding, brand architecture.

**Unit III**

**(7 Hours)**

Branding on social media, digital brands over the internet, brand portfolio management, sustainable tactics to seize opportunities to consolidate your brand in the market, brand architecture, brand architecture spectrum and hybrid architectures, managing brand performance, measuring brand equity, brand identity, brand personality, customer brand relationships, brand positioning vs. product positioning, customer value and branding.

**Unit IV**

**(8 Hours)**

Managing brands across brand life cycle: introduction, growth, maturity, and decline, manage brands in introduction, growth, maturity, and decline stages, brand equity and valuation, brand health by assessing brand equity, customer equity and other KPIs, customer brand relationships, concept of brand loyalty and behavioral loyalty, brand portfolio management, developing brand portfolio, managing brand portfolio, brand building in the digital era, social media & branding, e-commerce and branding, brand elements.

**Note: Latest Provisions to be taught.**

**Suggested Readings (All latest editions to be referred):**

- Satya Nadella. (2020). Hit Refresh: The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone.
- Jim Stengel. (2020). GROW: How Ideals Power Growth and Profit at the World's 50 Greatest Companies.
- Denise Lee Yohn. (2019). Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies.
- Dr. Falguni Vasavada. (2019). Strategic Brand Management and Communications.

**Evaluation Pattern:** On the basis of MCQ exam followed by Viva Voce