

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

<b>Course</b>	<b>Advanced Diploma in Business Management</b>
Module Title	Brand Management
Module Syllabus No. (if any)	NIL
Year Offered	2018
Start-Date	May 2018 /September 2018
End-Date	May 2019 /September 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p><b>Knowledge and Understanding</b></p> <p>a) Be familiar with the current debates over the nature and processes of branding and strategic brand management.</p> <p>b) Be aware of and be able to analyse the parameters of brand management brand equity and identity.</p> <p>c) Be aware of and be able to analyse the major components that contribute to creating and sustaining brand equity long term.</p> <p><b>Subject - specific Skills</b></p> <p>d) Locate academic literature and sources of applied data appropriate to the study of brand management.</p> <p>e) Interpret the literature, showing an ability to select, understand and make use of key models and frameworks appropriate for analysing and evaluating the nature of brand management.</p> <p>e) Present an argument in a clear, logical and coherent form, drawing on relevant theoretical and applied material in the field of brand management.</p> <p><b>Key Skills</b></p> <p>f) Learning to learn: Display reasoning, critical thinking and evaluative skills, carry out individual and group-based assignments effectively.</p> <p>g) Communications: Present information, ideas and viewpoints effectively in written and verbal form. Explain concepts and theories clearly and cogently and create and sustain a substantial argument.</p> <p>h) Group work: Work effectively as a team member and facilitator and produce effective outputs from group</p> <p>i) Problem solving: Criticise and evaluate a range of concepts and theories relevant to the study of brand management. Apply concepts, principles and analytical techniques to the analysis of complex problems. Articulate and evaluate alternative strategies for their solution.</p>
No. of Teaching Hours	<p>Teacher Managed Learning Eg : Lectures : 48 Hrs</p> <p>Student Managed Learning Eg : Tutorials, Seminars etc : 152 Hrs</p> <p>TOTAL = 200</p>

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Written Assessment 1 (1500 Words) – 50% Written Assessment 2 (1500 Words) – 50%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	Examination Period (not all modules have end-of-semester / year examinations) Indicative: December 2018 & May 2019/ January 2019 & September 2019
Recommended Text	Kevin Kane Keller - Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition Prentice Hall
Additional Reference Texts (if any)	NIL
Additional Remarks (if any)	NIL

Lesson No.	Learning Outcome
1	The concept and practice of branding
2	The concept and practice strategic brand
3	Management of branding in its totality
4	The development of global brands
5	Develop an understanding of branding
6	Explores the concepts of brand equity
7	Brand identity
8	The parameters of branding (meaning, differences, memory,
9	contract, signs of quality, obstacles,
10	The parameters of branding (implications, service brands, luxury brands and the logic of co-branding, brand potential, identify and image).
11	Brand management and the key issues facing organisations
12	Launching new brands, sustaining a brand long term
13	Adapting to the market
14	Identify versus change
15	Brand extension
16	Multi-brands, brand names, decline, aging and revitalisation, global brands and Brand valuation.

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