

CJ811

Branding and imaging

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Program Outcome (PO)

- Learn how to identify brand meaning and to measure brand strength for any particular market offering.
- Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

Course Outcome (CO)

- Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.
- Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, nonprofits, etc.).

UNITS	MODULE	HOURS NEEDED
Unit1:	<input type="checkbox"/> Introduction: Introductions - Review of brand management and brand leadership ideas- Review branding and the marketing mix - Marketing communications overview	5
Unit2:	<input type="checkbox"/> Understanding customer-based brand equity- Building strong brands	5
Unit3:	<input type="checkbox"/> Developing marketing and communication programs for brands- Leveraging brand associations - Social Media and the branded customer Experience	5

Unit4:	□ Measuring brand performance - Introducing the brand audit -Understanding the role of emotion and affect in brand building	5
Unit5:	□ Branding research and brand measurement- Brand design and structures- Brand extensions - Managing brand equity for long-term success	5

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1.Myers, David G., Sahajpal Prem, and Behra Pushpita, “Social Psychology”, 10thEdition, McGraw Hill India Private Limited, 2012.2.Baron, R. A., Branscombe, N. R., & Byrne, D., “Social Psychology”, 12th Edition, Pearson/Allyn and Bacon, 2009.3.Gergen, Kenneth J., “An Invitation to Social Construction”,Sage, Thousand Oaks, CA, 1999.4.McGarty, C. & Haslam, S. A. (Eds.), “The Message of Social Psychology: Perspectives on Mind in Society”,Oxford, UK and Cambridge, MT, Blackwell, 1997. 5.Misra, G. & Dalal, A. K. (Eds.), “New Directions in Indian Psychology (Vol. 1): Social Psychology”,Sage, New Delhi, 2006.6.Strickland, L. H., Aboud, F. E., & Gergen, K. J. (Eds), “Social Psychology in Transition”,Plenum, New York, 1976.

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<http://www.swarthmore.edu/x20604.xml>
<https://explorable.com/social-psychologyexperiments>
<http://www.spring.org.uk/2007/11/10-piercing-insights-into-human-nature.php>

