

Name of Faculty	Saurabh Garg		
Discipline	Management (MBA)		
Semester	Third Semester (III)		
Subject	Strategic Brand Management (MM-305)		
Lectures Required	Topic (Including Assignment/Test)	Practical	Assignment/Test)
3	Introduction of Brand management	N/A	N/A
	Brand- Definition, Evolution of Brands,		
2	Industry Brand Analysis	N/A	N/A
4	Functions of Brand, Branding challenges and opportunities		
3	Brand Saga: Reliving Santoor's 35 years of defining ageless beauty		
7	Family branding and individual branding	N/A	N/A
	Brand Value: Definition, Core Brand values. Value creation		
	Brand personality: Dimensions of brand personality, process of personality creation		
	Brand equity and brand image- Defining brand equity, Brand image constellation and brand image dimensions		
	Brand extension decisions- line extension, line extension trap, brand extension causes and types, brand extendibility.		
Brand Saga: Dabur Chyawanprash, the age-old concoction that stood the test of time How Surf Excel popularized 'Dirt is Good' concept in Nepal...			
2	Discussion on Brand Blogs		
3	Forces affecting brands, brands revitalization and brand elimination	N/A	N/A
2	Discussion on IPL Brand		

2	Brand positioning - Meaning, Point of parity & Point of difference	N/A	N/A
2	Brand Valuation- Meaning, approaches of brand valuation; cost based approach, market based approach, royalty approach, discounted cash flow approach, interbrand approach,	N/A	N/A
2	Brand Identity- Concept, levels and perspectives of brand identity	N/A	N/A
2	Managing the brands over time- Functional brands, symbolic brands	N/A	N/A