

## Brand Management Syllabus

Week/Module	Topics
<b>Week 0</b>	<ul style="list-style-type: none"> <li>• Demo Video</li> <li>• Welcome to the course</li> <li>• Course Schedule</li> <li>• Grading Policy</li> <li>• Exam Details</li> <li>• FAQ</li> </ul>
<b>Week 1: Strategic Brand Management process, Brand Architecture</b>	<ul style="list-style-type: none"> <li>• Module Overview</li> <li>• Product vs. Brand</li> <li>• Strategic Brand Management Process</li> <li>• Brand Architecture</li> <li>• Designing Brand Architecture</li> <li>• Theoretical Underpinning-1</li> <li>• Case Study</li> </ul>
<b>Week 2: Brand Identity, Brand Personality</b>	<ul style="list-style-type: none"> <li>• Module Overview</li> <li>• Brand Identity</li> <li>• Who Defines the Brand Identity</li> <li>• Brand Personality</li> <li>• David Aaker's Model</li> <li>• Kapferer's Model</li> <li>• Theoretical Underpinning- 2</li> </ul>
<b>Week 3: Brand Positioning and Re-positioning</b>	<ul style="list-style-type: none"> <li>• Module Overview</li> <li>• Brand Positioning</li> <li>• Brand Positioning Basics- Part 1</li> <li>• Brand Positioning Basics- Part 2</li> <li>• Brand Positioning Statement- Guidelines</li> <li>• Brand Repositioning</li> <li>• Brand Positioning vs. Product Positioning</li> <li>• Theoretical Underpinning- 3</li> </ul>
	Mid – Term Assessment
<b>Week 4: Brand Communication, Brand Knowledge: Awareness &amp; Image</b>	<ul style="list-style-type: none"> <li>• Module Overview</li> <li>• The Importance of Communication</li> <li>• Brand Awareness</li> <li>• Brand Image</li> </ul>

	<ul style="list-style-type: none"> <li>Theoretical Underpinning- 4</li> </ul>
<b>Week 5: CBBE</b>	<ul style="list-style-type: none"> <li>Module Overview</li> <li>What is Brand Equity</li> <li>The CBBE Pyramid</li> <li>Five Tenets of Brand Building</li> <li>Brand Management Framework</li> <li>Theoretical Underpinning- 5</li> </ul>
	End – Term Assessment

### Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

### Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

### Certificate Eligibility:

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

**Disclaimer:** In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.