

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

MARKETING

Course Title : BRAND MARKETING

Course Number : BA(BS-MBM) – 652

Credit Hours : 03

Course Contents

- 1. Understanding Branding**
 - 1.1. What is a Brand?
 - 1.2. The Financial and Social Values of Brand
 - 1.3. What makes Brand Great?
 - 1.4. The Power of Brand
 - 1.5. Branding the Principles of Marketing
- 2. Identifying and Establishing Brand Positioning**
 - 2.1. Customer Based Brand Equity
 - 2.2. Brand Positioning and Brand Creation
 - 2.3. Visual and Verbal Identity
 - 2.4. Brand Communication
 - 2.5. Brand Protection
- 3. Planning and Implementing Brand Marketing Programs**
 - 3.1. Choosing Brand Elements to Build Brand Equity
 - 3.2. Designing Marketing Programs to Build Brand Equity
 - 3.3. Integrity Marketing Communication to BBE
- 4. The Scope of a Brand – Brand Stretching**
 - 4.1. The Level of a Brand – Corporate or Product Brand
 - 4.2. The Extent of a Brand: Brand Stretching
 - 4.3. Criteria in Line Extension Discussions
 - 4.4. Designing and Implementing Branding Strategies
- 5. Measuring and Interpreting Brand Performance**
 - 5.1. Developing a Brand Equity Measurement and Management System
 - 5.2. Measuring Sources of Brand Equity: Capturing Customer Mind-Set
 - 5.3. Measuring Outcomes of Brand Equity: Capturing Market Performance

6. The Globalization of Brands

- 6.1. Is the World Becoming One Big Market?
- 6.2. The Elements of the Globalization Decision
- 6.3. Internationalism: An Alternative of Globalization

Recommended Books

1. Keller, K. L. (2008). *Strategic Brand Management*. New Delhi: Pearson Prentice Hall.
2. Arnold, D. (2008). *The Handbook of Brand Management*. Cambridge: Addison Wesley.
3. Clifton, R. and Simmons, J. (2009). *Brand and Branding*. New Delhi: Profile Book Ltd.
4. Louis W. Stern, Adel I. El-Ansary & Anne T. Coughlan, *Marketing Channels*, (2012), Edward Elgar Publishing.
5. Time Magazine, Economic Review.
6. "Aurora" by the Dawn group.
7. "Marketing Review" by Marketing Association of Pakistan.
8. Real Life Examples on Experience and International Market Exposure.