

# UNIVERSITY OF KARACHI

## BRAND MARKETING

BS – VII

**Course Title : BRAND MARKETING**

**Course Number : BA (H) – 671**

**Credit Hours: 03**

### COURSE CONTENTS

#### 1. Understanding Branding

- What is a Brand
- The Financial and Social Values of Brand
- What makes Brand Great?
- The Power of Brand
- Branding the Principles of Marketing

#### Identifying and Establishing Brand Positioning

- Customer Based Brand Equity
- Brand Positioning and Brand Creation
- Visual and Verbal identity
- Brand Communication
- Brand Protection

#### Planning and Implementing Brand Marketing Programs

- Choosing Brand Elements to Build Brand Equity
- Designing Marketing Programs to Build Brand Equity
- Integrity Marketing Communication to BBE

#### The Scope of a Brand – Brand Stretching

- The Level of a Brand – Corporate or Product Brand
- The Extent of a Brand: Brand Stretching
- Criteria in Line Extension Discussions
- Designing and implementing Branding Strategies

#### Measuring and Interpreting Brand Performance

- Developing a Brand Equity Measurement and Management System
- Measuring Sources of Brand Equity: Capturing Customer Mind-Set
- Measuring Outcomes of Brand Equity: Capturing Market Performance

#### The Globalization of Brands

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

**RECOMMENDED BOOKS:**

1. Kevin Lane Keller: Strategic Brand Management, Pearson Prentice Hall, New Delhi, India. 2008
2. David Arnold: The Handbook of Brand Management, Addison Wesley Publishing Company
3. Rita Clifton and John Simmons: Brand and Branding Profile Book Ltd., South Asian Edition 2009