Course Title	BRAND MANAGEMENT (online)
Target Audience	Business & Marketing professionals, BBA/MBA/EMBA students, Brand influencers, Advertising experts, Digital content makers, New business owners, Start-up founders, Learning enthusiasts
Prerequisites (if any)	12th grade / Intermediate & above education, ability to read/write/speak basic English
Language of Instruction	English (primary) & Urdu (secondary)

Course Description

In this course students will focus on:
- Understanding basics of the field of Brand Management.
- Real world business case studies to develop concepts & learnings.
- Deep dive into various brand management concepts & their real-world applications.
- Hands on projects & assignments
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Teaching Methodology: Instructor will use a mix of theoretical & interactive content, involving the use of videos/visual presentations as well as student engagements (comments, experiences etc.)

Course Learning Outcomes	
	By the end of this course, the students should be able to:
LO1:	Understand in detail the nuances of Brand Management (conceptual and in the current environment)
LO2:	Understand core brand management concepts, methodologies & techniques
LO3:	Use Brand management and its strategies to innovate, renovate & relaunch brands / businesses (corporate, entrepreneurial, start-ups etc.)

LO4:	Get to know the best Brand Practices in and around you, and relate back to your brand strategy		
LO5:	Devise new brand communication strategies that work the best for your organisation		
LO6:	Track brand equity through measurement tools, collaborate more with the Branding agencies working for your organisation		

Course Summary			
	Module Name	**Key Concepts/Topics Covered**	- **Cases (written & video)** - **Readings** - **Assessments**
1	Introductory	Idea & philosophy of the course Introduction to brand: management, strategy & conceptualization Definitions, trends, opportunities & challenges in branding	1. Case: The success of WWE 2. Case: Cadbury India: Shubh Arambh 3. Reading: Brands and Branding HBS Article 9 503 045
2	Positioning & Digital Branding	Brand Positioning Customer based brand equity model	1. Case: Telstra Australia 2. Case: Heineken UEFA
3	Architectural models	Brand Architecture BAT model Defining Brand essence	1. Case: Jazz & Mobilink Re launch in Pakistan 2. Reading: Strategic Brand Concept and Architecture strategy (Vienna University of Economics)
4	Executions in Brands	Brand plan and strategy – How to & what not to	1. Case: Repositioning Toyota in Europe 2. Case: Gillette India

5	Real-world cases	Brand Failures: Moving from 'How to' to 'How not to'	1. Case: Tarang / Engro Foods 2. Case: Coke Global
6	Digital Realm	Digital Brand Management Impact of social media How to leverage Facebook, TikTok & YouTube in branding	