

Brand Management & MarCom- JSPM317

Faculty	Prof. Anand Narasimha
---------	-----------------------

Credit – 3

Course workload

Using the table below, indicate the expected student workload for this Course.

Contact Hours	Group Work/ Supervised Learning Hours	Directed LearningHours	Total Hours
30	25	45	100

Learning Outcomes for The Course

1. Describe, integrate, and apply fundamental concepts, ingredients and frameworks of Branding and MarCom.
2. Design and construct models of Brand Visioning and Architecture.
3. Create and develop innovative Brand Strategies and assess Brand Health.
4. Plan and develop Comms campaigns and evaluate campaign effectiveness.

Topics Covered

- Brand Fundamentals
- Business Impact and Valuation
- Brand Strategy Development
- Brand Identity and Perception
- Brand Personality and Anatomy
- Brand Loyalty and Purpose
- Brand Architecture and Extensions
- Brand Planning and Growth Objectives
- Communication Strategy
- Campaign Effectiveness and Evaluation

For additional details, visit : <https://jagsom.edu.in/careertrack/>
Meet our faculty: <https://jagsom.edu.in/faculty-directory/>