

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Commerce	
UG First Year Programme in Travel & Tourism	
Semester II	
Title of Paper	Credits 2
Brand Management	2
From the Academic Year	2024-2025

BRAND MANAGEMENT

Sr. No.	Heading	Particulars
1	Description of the course : Including but Not limited to :	The "Brand Management" course is designed to provide students with a comprehensive understanding of the concepts and practices involved in building, managing, and sustaining brands, particularly within the travel and tourism industry. The course covers key topics such as brand identity, brand equity, brand positioning, and brand communication.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) <ol style="list-style-type: none"> 1. To make the students aware of functional and operational use of language in media. 2. To equip or enhance students with structural and analytical reading, writing, and thinking skills. 3. To introduce key concepts of communications 	
8	Course Outcomes: (List some of the course outcomes) <ul style="list-style-type: none"> • To introduce students to the core principles and theories of brand management. • To understand the strategic importance of branding in the travel and tourism industry. • To learn how to create and manage a brand's identity and personality. • To understand brand positioning and how to effectively differentiate a brand in the marketplace. • To explore various methods of brand communication, including advertising, public relations, and digital media. 	

DETAILED SYLLABUS	
BRAND MANAGEMENT	
1	Introduction to Brand Management
	<ul style="list-style-type: none"> • Definition and importance of brands • Evolution of branding and its role in marketing • Branding challenges and opportunities • Brand management process and its components • Identifying target markets and customer segments • Developing a brand positioning strategy • Creating a unique value proposition • Differentiating the brand from competitors •
2	Brand Equity
	<ul style="list-style-type: none"> • Understanding brand equity and its dimensions • Brand awareness and brand associations • Brand loyalty and perceived quality • Building and managing brand equity
3.	Brand Identity and Personality
	<ul style="list-style-type: none"> • Elements of brand identity (logo, name, slogan, etc.) • Brand personality and brand image • Brand storytelling and emotional branding • Consistency and coherence in brand communication
4.	Brand Strategy Development
	<ul style="list-style-type: none"> • Market analysis and competitive positioning • Defining brand objectives and strategies • Brand architecture and portfolio management • Brand extensions and brand alliances
REFERENCE BOOKS	
	<ol style="list-style-type: none"> 1. "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" by Kevin Lane Keller 2. "Building Strong Brands" by David A. Aaker 3. "Brand Management: Text and Cases" by T. T. Sreekumar and Rajagopal 4. "Brand Management: Principles and Practices" by S. Ramesh Kumar and N. Rajasekar 5. "Brand Management: A Theoretical and Practical Approach" by K. R.

	Ramachandran and P. Malarvizhi
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Semester End Examination: 30 Marks

Time : 1.00 hr

QUESTION PAPER PATTERN
Attempt any 3 out of 5 questions

Question No	Questions	Marks
Q 1	Practical/ Theory	10
Q 2	Practical/ Theory	10
Q 3	Practical/ Theory	10
Q 4	Practical/ Theory	10
Q 5	Practical/ Theory	10
TOTAL		30

Note:

1. Equal Weightage is to be given to all the modules.
2. 10 marks question may subdivided into 5 marks each.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical / Online mode). (Short notes/ MCQ's / Match the Pairs/ Answer in one sentence/ puzzles)	10
2	Participation in Workshop/ Conference/ Seminar/ Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	10

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

**Sign of the BOS
Chairperson
Prof. Dr. Kishori
Bhagat
BOS in Commerce**

**Sign of the
Offg. Associate Dean
Dr. Ravikant
Balkrishna Sangurde
Faculty of Commerce
& Management**

**Sign of the
Offg. Associate Dean
Prof. Dr. Kishori
Bhagat
Faculty of Commerce
& Management**

**Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management**