

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD  
(Department of Business Administration)**

**STRATEGIC BRAND MANAGEMENT (8548)**

**CHECKLIST**

**SEMESTER: SPRING 2014**

This packet comprises the following material:

1. Text book
2. Course Outlines
3. Assignments 1 & 2
4. Assignment Forms (6)

In this packet, if you find anything missing from the above-mentioned material, please contact Director, Admissions & Mailing (address given below).

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Course Coordinator

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**(Department of Business Administration)**

**WARNING**

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course:** Strategic Brand Management (8548)  
**Level:** MBA (2 ½ Years)

**Semester:** Spring 2014

**GUIDELINES FOR ASSIGNMENT No. 1 & 2:**

The student should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think?
- How well you can reflect on your knowledge & experience?
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management?
- How professional you are, and how much care and attention you give to what you do?

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. The student must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

**ASSIGNMENT No. 1**

**(Units: 1–5)**

**Total Marks: 100**

**Pass Marks: 50**

- Q. 1 Brand management refers to maintaining, improving, and upholding a brand to highlight the positive image of the product. It encompasses various important aspects such as cost, customer satisfaction, in-store presentation, and competition. Discuss the complete brand management process with example? **(20)**
- Q. 2 Brand equity has strong influence on key business outcomes, such as sales and market share. It is designed to reflect the real value that a brand name holds for the products and services. Explain the process to determine the value of the brand? How it is achieved and how can an organization maintain it? **(20)**

- Q. 3 Explain the process to design, update and revise slogan. Also highlight the significance of slogans for the products available in Pakistani environment. (20)
- Q. 4 How would you differentiate between direct channels and indirect channels. Highlight the salient features of both in this regard. (20)
- Q. 5 Write short notes on the followings?
- Jingles (7)
  - Brand positioning (7)
  - Brand mantras (6)

## **ASSIGNMENT No. 2**

**Total Marks: 100**

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the classroom prior to the final examination. Presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. The students are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination.

Include the following main headings in your report:-

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) Merits, demerits, deficiencies or strengths of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You must use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic No.5 (the last digit):-

**List of Topics**

0. Buzz marketing
1. Publicity
2. Public relationing
3. Licensing
4. Band value chain
5. Brand equity
6. Brand positioning
7. Packaging
8. Value pricing
9. Integrated marketing communication

## **OUTLINE OF STRATEGIC BRAND MANAGEMENT (8548)**

### **Unit # 1: Brands and Brand Management**

- 1.1 Overview of Brand
- 1.2 Importance of Brand
- 1.3 Can Every Thing be Branded?
- 1.4 Brand Challenges and Opportunities
- 1.5 Strategic Brand Management Process
- 1.6 Measuring and Interpreting Brand Performance

### **Unit # 2: Customer Based Brand Equity**

- 2.1 Customer Based Brand Equity Overview
- 2.2 Sources of Brand Equity
- 2.3 Building Strong Brand
- 2.4 Brand Performance
- 2.5 Brand Image
- 2.6 Brand Judgment
- 2.7 Brand Feelings
- 2.8 Creating Customer Value
- 2.9 Customer Equity

### **Unit # 3: Brand Positioning**

- 3.1 Identifying and Establishing Brand Position
- 3.2 Nature of Competition
- 3.3 Positioning Guide Lines
- 3.4 Defining and Establishing Brand Mantras

### **Unit # 4: Choosing Brand Elements**

- 4.1 Criteria for Choosing Brand Elements
- 4.2 Options and Tactics for Brand Elements
- 4.3 Slogans
- 4.4 Benefits
- 4.5 Designing Slogans
- 4.6 Updating Slogans
- 4.7 Jingles
- 4.8 Packaging

### **Unit # 5: Designing Marketing Programs**

- 5.1 New Perspectives on Marketing
- 5.2 Reconciling the New Marketing Approaches
- 5.3 Setting Prices to Build Brand Equity
  - 5.3.1 Value Pricing
  - 5.3.2 Everyday Low Pricing
- 5.4 Channel Strategy
  - 5.4.1 Channel Design
  - 5.4.2 Direct Channels
  - 5.4.3 Indirect Channels

**Unit # 6: Integrating Marketing Communications**

- 6.1 New Media Environment
- 6.2 Challenges in Designing Brand Building Communications
- 6.3 Event Marketing and Sponsorship
- 6.4 Rationale
- 6.5 Public Relations and Publicity
- 6.6 Buzz Marketing
- 6.7 Developing Integrated Marketing
- 6.8 Communication Programs
- 6.9 Criteria for IMC Programs

**Unit # 7: Leveraging Secondary Brand Associations**

- 7.1 Conceptualizing the Leveraging Process
- 7.2 Creation of New Brand Associations
- 7.3 Effects on Existing Brand Knowledge
- 7.4 Ingredient Branding
- 7.5 Licensing
- 7.6 Celebrity Endorsement

**Unit # 8: Developing a Brand Equity Measurement and Management System**

- 8.1 Brand Value Chain
- 8.2 Designing Brand Tracking Studies
- 8.3 Conducting Tracking Studies
- 8.4 Establishing Brand Equity

**Unit # 9: Marketing Sources of Brand Equity**

- 9.1 Qualitative Research Techniques
- 9.2 Quantitative Research Techniques
- 9.3 Comprehensive Models of Consumers Based Brand Equity

**Recommended Book:**

Keller, K. L. (2008). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (3<sup>rd</sup> ed.). Delhi, India: Dorling Kindersely (Licensee of Pearson Education).

Kapferer, J. N. (2008). The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term (4<sup>th</sup> ed.). London, UK: Kogan Page.

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