

ACADEMIC YEAR : 2018-2019

COURSE CODE : ADD-MS-03

TRAINING FACULTY : Mr. SHIBU ABRAHAM

TOTAL HOURS : 30

## BRAND DEVELOPMENT

### SYLLABUS

MODULE 1.- Product – meaning & definition, Types of product; Brand – meaning and definition; Importance of branding, process of branding, Types of brands

MODULE 2. Brand Identify – meaning and definition; Brand name – attributes of a brand name, Brand name protection

MODULE 3. Logo – meaning & definition, word mark, brand mark, trade mark Tag line

MODULE 4. Brand equity – advantages, contributing factors, measurement of brand equity

MODULE 5. Co-branding – brand licensing – brand extension

### COURSE OUTCOME

1. Students will understand the concepts of product, brand and branding
2. Students will be able to inculcate the practical aspects of brand building
3. Students will get the understanding on the value of brand to an organization

