



Undergraduate programmes

Syllabus

Brand Management

Module Code: BPM001
Credits: 20
IMM GSM: Year Level: 2/3
NQF Level: 7
Nature: Elective
Status: Undergraduate

Module Specific Outcome/s

To understand the concepts relating to term brand.
 Explain the role of branding in the marketing of products and services.
 Identify and explain the ingredients of a strong brand.
 Discuss brand extension options.
 Discuss how a brand should be managed over its life cycle.
 Discuss some of the most recent developments in branding.
 Explain the unique challenges facing the branding of services and global products.

Description of Units

Unit	Description	Learning Outcomes
1	Introduction to brand management	Distinguish between products and brands. Discuss the elements of a brand. Explain why brands matter to organisations. The rules of brand management. Identify brand challenges and opportunities. Distinguish between brand equity and customer equity. Distinguish between corporate branding and product branding. Explain the symbolic meanings of brands.
2	Building a strong brand	Explain how customers choose brands. Discuss the building blocks of a strong brand. Explain the process of creating a strong brand. Use the elements of the marketing mix to design a marketing programme. Leverage secondary brand associations to build a brand. Explain the process of evaluating brands in organisations.
3	New products and brand extensions	Distinguish between new products and brand extensions. Discuss the advantages and disadvantages of brand extensions. Explain how customers evaluate brand extensions. Pursue the various brand extension opportunities.
4	Managing brand over time	Discuss the challenges of sustaining a brand over time. Manage multi-brand portfolios. Explain the importance of brand stretching and retrenching. Explain how to reinforce brands over time. Discuss the revitalisation of brands. Make adjustments to brand portfolios. Handle name changes and brand transfers. Discuss the revitalisation of brands.
5	Manage brands over geographic boundaries	Discuss the advantages and disadvantages of global branding programmes. Contrast brand standardisation and brand customization. Develop a global brand strategy.