COURSE TITLE	**BRAND MANAGEMENT**
Course Code	**MKT 609**
Course Purpose and Objectives	The course examines the strategic role of brands in creating customer value and sustainable competitive advantage. The course explores branding theories, brand equity, brand positioning, brand architecture, consumer-brand relationships, digital branding, and international brand strategies. Students will evaluate how brands are developed, managed, measured, and leveraged in dynamic and highly competitive markets. Emphasis is placed on both traditional and digital branding practices, enabling students to formulate and implement effective brand strategies.
Learning Outcomes	1. Examine how brands create value for customers and organizations. 2. Select methods for building, positioning, and managing brands. 3. Analyze brand equity and methods for measuring brand performance. 4. Investigate global branding challenges and opportunities. 5. Develop strategic thinking through case studies and practical applications.
Course Content	**Introduction** **Brand Equity and Brand Positioning** **Choosing Elements in Building Equity** **Designing marketing Programmes to Build Equity** **Integrating Marketing Communications to Brand Equity** **Branding in the Digital Era** **Brand Equity Measurement** **Designing and Implementing Brand Architecture Strategies** **Introducing and Naming New Products and brand Extensions** **Managing Brands Over Geographic Boundaries and Market Segments**