PG DIPLOMA IN BRAND MANAGEMENT
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Brand Management: The Indian Context.


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PG DIPLOMA IN BRAND MANAGEMENT
STUDY PLAN

Paper I: BRAND MANAGEMENT – I

Introduction
• Read chapter 2 “THE NEW RULES OF BRAND MANAGEMENT” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.
• Read chapter 1 “BRAND SUCCESS” from “BRAND MANAGEMENT-THE INDIAN CONTEXT” by Y. L. R. Moorthi.

Brand Identity
• Read chapter 3 “BRAND IDENTITY” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.
• Read chapter 2 “BRAND IDENTITY-THE CORNERSTONE OF BRAND STRATEGY” from “BRAND LEADERSHIP” by David A. Aaker & Erich Joachimsthaler.

Clarifying and Elaborating the Brand Identity
• Read chapter 3 “CLARIFYING AND ELABORATING THE BRAND IDENTITY” from “BRAND LEADERSHIP” by David A. Aaker & Erich Joachimsthaler.

Brand Adaptation
• Read chapter 6 “ADAPTING TO THE MARKET: IDENTITY VERSUS CHANGE” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.

Brand Personality
• Read chapter 4 “BRAND PERSONALITY” from “BRAND MANAGEMENT-THE INDIAN CONTEXT” by Y. L. R. Moorthi.

Launching New Brands
• Read chapter 4 “LAUNCHING NEW BRANDS” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.
Paper II: BRAND MANAGEMENT – II

Building Brands
- Read chapter 6 “ADIDAS AND NIKE-LESSONS IN BUILDING BRANDS” from “BRAND LEADERSHIP” by David A. Aaker & Erich Joachimsthaler.

Role of Sponsorship in Brand Building
- Read chapter 7 “BUILDING BRANDS-THE ROLE OF SPONSORSHIP” from “BRAND LEADERSHIP” by David A. Aaker & Erich Joachimsthaler.

Role of Internet in Brand Building
- Read chapter 8 “BUILDING BRANDS-THE ROLE OF THE WEB” from “BRAND LEADERSHIP” by David A. Aaker & Erich Joachimsthaler.

Brand Building beyond Media Advertising
- Read chapter 9 “BUILDING BRANDS-BEYOND MEDIA ADVERTISING” from “BRAND LEADERSHIP” by David A. Aaker & Erich Joachimsthaler.

Brand Relationship
- Read chapter 4 “THE BRAND RELATIONSHIP SPECTRUM” from “BRAND LEADERSHIP” by David A. Aaker & Erich Joachimsthaler.

Brand Leadership
- Read chapter 1 “BRAND LEADERSHIP-THE NEW IMPERATIVE” from “BRAND LEADERSHIP” by David A. Aaker & Erich Joachimsthaler.

Global Brand Leadership
- Read chapter 10 “GLOBAL BRAND LEADERSHIP-NOT GLOBAL BRANDS” from “BRAND LEADERSHIP” by David A. Aaker & Erich Joachimsthaler.

Making Global Brands
- Read chapter 12 “MAKING BRANDS GO GLOBAL” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.
Paper III: BRAND MANAGEMENT – III

Brand Positioning
- Read chapter 1 “THE POSITIONING CONCEPT: DEFINITIONS AND ILLUSTRATIONS” from “BRAND POSITIONING-STRATEGIES FOR COMPETITIVE ADVANTAGE” by Subroto Sengupta.

Components in Brand Positioning
- Read chapter 2 “POSITIONING: OF WHAT STUFF IS IT MADE?” from “BRAND POSITIONING-STRATEGIES FOR COMPETITIVE ADVANTAGE” by Subroto Sengupta.

Products and Brand Positioning
- Read chapter 3 “POSITIONING IS ROOTED IN PRODUCT FEATURES-OR IS IT?” from “BRAND POSITIONING-STRATEGIES FOR COMPETITIVE ADVANTAGE” by Subroto Sengupta.

Brand Positioning Strategies
- Read chapter 4 “THE PURSUIT OF DIFFERENTIAL ADVANTAGE: STRATEGIES FOR COMPETITIVE ADVANTAGE” from “BRAND POSITIONING-STRATEGIES FOR COMPETITIVE ADVANTAGE” by Subroto Sengupta.

Brand Positioning through Advertising
- Read chapter 7 “A FRESH LOOK AT ADVERTISING OBJECTIVES” from “BRAND POSITIONING-STRATEGIES FOR COMPETITIVE ADVANTAGE” by Subroto Sengupta.

Brand Positioning through Celebrity Endorsement
- Read chapter 8 “POSITIONING THROUGH CELEBRITY ENDORSEMENT” from “BRAND POSITIONING-STRATEGIES FOR COMPETITIVE ADVANTAGE” by Subroto Sengupta.
- Read chapter 9 “CELEBRITY ENDORSEMENT” from “BRAND POSITIONING-STRATEGIES FOR COMPETITIVE ADVANTAGE” by Subroto Sengupta.

Brand Repositioning
- Read chapter 5 “BRAND REPOSITIONING” from “BRAND MANAGEMENT-THE INDIAN CONTEXT” by Y. L. R. Moorthi.

Brand Equity
- Read chapter 1 “BRAND EQUITY IN QUESTION” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.
- Read chapter 2 “BRAND EQUITY” from “BRAND MANAGEMENT-THE INDIAN CONTEXT” by Y. L. R. Moorthi.

Brand Valuation
- Read chapter 13 “FINANCIAL EVALUATION AND ACCOUNTING FOR BRANDS” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.
Paper IV: BRAND MANAGEMENT – IV

Managing Brands over Time

- Read chapter 5 “SUSTAINING A BRAND LONG TERM” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.

Re-branding & Co-Branding

- Read chapter 10 “HANDLING NAME CHANGES AND BRAND TRANSFERS” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.

Brand Extension

- Read chapter 8 “BRAND EXTENSION” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.
- Read chapter 5 “BRAND ARCHITECTURE” from “BRAND LEADERSHIP” by David A. Aaker & Erich Joachimsthaler.
- Read chapter 3 “BRAND EXTENSION” from “BRAND MANAGEMENT-THE INDIAN CONTEXT” by Y. L. R. Moorthi.
- Read chapter 10 “STRETCH YOUR BRAND-BUT WATCH ITS LIMITS” from “BRAND POSITIONING-STRATEGIES FOR COMPETITIVE ADVANTAGE” by Subroto Sengupta.

Multi Brand Portfolios

- Read chapter 9 “MULTI-BRAND PORTFOLIOS” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.

Brand Architecture

- Read chapter 5 “BRAND ARCHITECTURE” from “BRAND LEADERSHIP” by David A. Aaker & Erich Joachimsthaler.

Brand Architecture in Handling a Large Product Portfolio

- Read chapter 7 “BRAND ARCHITECTURE: HANDLING A LARGE PORTFOLIO” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.

Brand Decline, Ageing and Revitalization

- Read chapter 11 “DECLINE, AGEING AND REVITALIZATION” from “STRATEGIC BRAND MANAGEMENT” by Jean-Noel Kapferer.