**Paper Name: MM 302 : Marketing Communication and Brand Management**

1. **Introduction :** Concept of marketing communication tools - Advertising: Basics ,Objective, types, DAGMAR, relevant concept of advertising ; Personal selling: Objective , types of seller, process of selling and relevant concept of personal selling; Sales Promotion: Objectives, Types, tools and techniques used for each type ;Publicity and public relation : Objectives, types , tools and techniques ; Direct Marketing: Objective, types , tools and techniques ; Marketing communication models
2. basics of Integrated marketing communication , Process, Reasons for its growth. Methods of allocating communication budget, Social, ethical and regulatory aspect of IMC
3. Advertising Agency : Types , function, structure of advertising agencies, Advertising agencies and support organization. Client and agency relationship, Agency compensation and evaluation
4. Media Planning: Media types ,coverage, reach, frequency, impact. Scheduling, , Factors influencing choice of media, media selection, media planning and buying

Evaluation of promotion effectiveness: Pre testing and post testing

1. Brand & Brand Management: Commodities Vs Brands, The role of brands,Types of branding, The brand equity concept, Brand Equity Models – Brand Asset Valuation, Aaker Model, BRANDZ, Brand Resonance. Building Brand Equity, Brand Identity and Brand image.
2. Brand Leveraging & Brand Performance: Establishing brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement.
3. Brand Positioning & Brand Building : Brand knowledge, Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values, Brand revitalization
4. Designing & Sustaining Branding Strategies : Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing brand over time. Brand audit
5. Case Study

References:

1. Belch G.E. & Belch M.A: Advertising & Promotion; TMH
2. Wright, winters and Zeiglas - Advertising Management
3. Dunn and Barban - Advertising- its Role in Modern Marketing
4. Manendra Mohan - Advertising Management
5. Aaker, Myers and Batra - Advertising Management
6. Kenneth F Runyen- Advertising Management
7. Kazmi and Batra – Advertising and Sales promotion, Excel Book Publication
8. Integrated Advertising, Promotion and Marketing Communication- By Clow Baack
9. Branding Concepts- Pati, Debashish
10. Brand Positioning Strategies for Competitive Advantage- Subrato Sengupta
11. The New Strategic Brand Management- Kapfere, Jean-Noel
12. Brand Management Perspectives and Practices- Das, Naveen