

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAMME
Bachelor of Design, Department of Design
Year III, Semester VI

L	T	P	C
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Course Code	CDPR 322
Course Title	Branding and Brand Communication

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Design brand communication campaigns to achieve specific objectives
2. Apply understanding of branding and communication theories for strategic communication
3. Demonstrate skills to make decisions about multi-channel communication based on critical evaluation of available choices
4. Demonstrate understanding of branding theories and understand significant aspects of branding

Syllabus:

Teaching hours: 105

Methodology: In this course students will get oriented to branding theories to understand significant aspects of branding through lectures, case-studies and apply the same in practical assignments. Students will apply their understanding of branding to develop brand communication strategies and design brand communication campaigns by following a design process.

Unit 1:

Teaching hours: 20

1. Understanding Branding

- 1.1 Brand Equity and Brand Value
- 1.2 Brand Image and Brand Associations
- 1.3 Brand Personality
- 1.4 Brand Loyalty
- 1.5 Rebranding

Unit 2:

Teaching hours: 25

1. Brand Strategy

- 2.1 Brand Architecture
- 2.2 Brand Portfolio
- 2.3 Brand Positioning
- 2.4 Brand value proposition
- 2.5 Brand re-positioning and re-launching
- 2.6 Brand reinforcement and brand revitalization

Unit 3:

Teaching hours: 60

Brand Communication

- 3.1 Story-telling and Branding
- 3.2 Media, Message and Audience
- 3.3 Advertising –
 - Product advertising
 - Social Advertising
 - Institutional advertising

Suggested Readings:

1. *Strategic Brand Management: Building, Measuring and Managing* by Kevin Lane Keller, Prentice Hall 2002
2. *Advertising and Promotion: An integrated Marketing Communication Perspective* by George E Belch and Michael A. Belch, McGrawhill Education (India) Private Limited, Ninth Edition, 2013
3. *Integrated Marketing Communication in Advertising and Promotion* by Terence A. Shimp, South- Western/Cengage Learning, 2009
4. *The Fundamentals of Branding* by Melissa Davis, AVA Publishing, 2009
5. *From ideas to iconic brands* by Giles Lury, Jaico Publishing house, 2018.

w.e.f. Academic year _2019 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit