



Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women (Autonomous)

Owned and Managed by Cork Industries Charities Trust
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC - 4th Cycle

COURSE DATA SHEET

SEMESTER	I	BATCH	2026
COURSE NAME	Branding Essentials	COURSE CODE	26UDBG1001
COURSE UNITS	5	COURSE TYPE	Generic Elective(GE) - I
CONTACT HOURS (L-T-P)	2-2-0	CREDITS	4
OFFERED BY	BBA Digital Marketing and Business Analytics	SHIFT (I / II) Shift I - 8:15 am - 12:50 pm Shift II - 1:00 pm - 5:30 pm	Shift I - 8:15 am - 12:50 pm

COURSE OBJECTIVES

CO1	To understand the fundamentals of branding and brand management
CO2	To develop the ability to create and position brands effectively.
CO3	To explore visual identity, brand communication, and storytelling.
CO4	To apply branding concepts to products, services, and organizations.
CO5	To analyze successful branding strategies in the digital era.

COURSE OUTCOMES: On completion of the course the students will be able to...

	CO Statement	Cognitive Level
CO1	Explain the concepts, importance and principles of branding in business organizations.	K-2,3
CO2	Develop brand positioning and branding strategies for products and services.	K-3,4
CO3	Design visual branding elements and communicate brand identity effectively	K-3,4,5
CO4	Apply digital branding techniques to improve customer engagement and brand value.	K-3,4



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CO5	Evaluate brand performance and recommend strategies for sustainable brand growth	K-4,5
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SYLLABUS

UNIT	TOPICS	HOURS
1	Introduction to Branding Definition of Brand and Branding, Meaning and Importance of Branding, Difference between Product and Brand, Types of Brands (Product, Service, Corporate, Personal, Retail), Elements of a Brand, Brand Identity, Brand Image, Brand Equity, Brand Personality, Brand Awareness, Evolution of Branding, Role of Branding in Business Growth, Introduction to Brand Management.	12
2	Brand Positioning and Brand Strategy Brand Positioning – Meaning, Importance and Process, Target Audience Identification, Market Segmentation, Unique Selling Proposition, Value Proposition, Competitive Positioning, Brand Architecture, Brand Portfolio, Brand Extension, Rebranding, Brand Differentiation Strategies, Developing a Brand Strategy.	12
3	Visual Branding and Brand Communication Visual Identity – Logo, Colour Psychology, Typography, Shapes and Symbols, Brand Guidelines, Brand Voice and Tone, Brand Storytelling, Packaging Design, Taglines and Slogans, Advertising and Promotional Communication, Integrated Brand Communication, Traditional and Digital Branding Channels.	12
4	Digital Branding and Customer Engagement Digital Branding Concepts, Personal Branding, Social Media Branding, Website Branding, Content Marketing for Brands, Influencer Marketing, Online Reputation Management, Customer Experience and Brand Loyalty, Community Building, Brand Engagement Strategies, Employer Branding.	12
5	Brand Performance and Emerging Trends Digital Branding Concepts, Personal Branding, Social Media Branding, Website Branding, Content Marketing for Brands, Influencer Marketing, Online	12



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	Reputation Management, Customer Experience and Brand Loyalty, Community Building, Brand Engagement Strategies, Employer Branding.	
Note (if any)		

TEXT/REFERENCE BOOKS/E - RESOURCES:

Text Books	1. Strategic Brand Management – Kevin Lane Keller 2. Building Strong Brands – David Aaker 3. Brand Leadership – David Aaker & Erich Joachimsthaler 4. Branding: In Five and a Half Steps – Michael Johnson 5. The Brand Gap – Marty Neumeier
Books For Reference	1. Designing Brand Identity – Alina Wheeler 2. Positioning: The Battle for Your Mind – Al Ries & Jack Trout 3. Brand New: Solving the Innovation Paradox – Marty Neumeier 4. Brand Thinking and Other Noble Pursuits – Debbie Millman 5. How Brands Grow – Byron Sharp
E-Learning Resources	1. https://www.coursera.org/courses?query=branding&utm 2. https://www.hubspot.com/resources/courses/branding?utm 3. https://academy.hubspot.com/courses/digital-marketing?utm 4. https://www.coursera.org/learn/master-the-fundamentals-of-branding-training? 5. https://www.coursera.org/learn/brand-identity-design-in-canva?utm

PEDAGOGY (TEACHING METHODOLOGY):

- Assignment



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- Seminar
- Field work/Self-Study
- Participatory Learning
- Group Discussion
- Flipped/Blended Learning

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	3	2	2
CO2	3	3	2	2	2	3	2	2
CO3	2	3	3	3	2	2	3	3
CO4	2	3	3	3	3	2	3	3
CO5	3	3	2	3	3	3	3	2
Average (Use only filled in cells for calculation)	2.60	2.80	2.40	2.40	2.20	2.60	2.60	2.40

Correlation Level: 1-Low 2-Moderate 3-Strong

JUSTIFICATION OF CO-PO/PSO MAPPING			
CO	PO/PSO	Level of correlation	Justification
CO1	PO1	3	Strong understanding of branding concepts, brand identity, brand image, and brand management principles.
	PO2	2	Requires analytical understanding of branding elements and their role in business growth.
	PO3	2	Applies foundational branding knowledge in business contexts.
	PO4	1	Introduces basic investigation of branding concepts and market relevance.
	PO5	1	Basic awareness of branding practices and communication tools.
	PSO1	3	Develops strong foundation in branding and brand management.



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	PSO2	2	Supports application of branding concepts in business environments.
	PSO3	2	Provides introductory branding knowledge.
	PO1	3	Strong knowledge of brand positioning, segmentation, USP, and branding strategies.
CO2	PO2	3	Strong analytical skills to evaluate markets, target audiences, and competitive positioning.
	PO3	2	Applies branding strategies to develop and position brands.
	PO4	2	Investigates market trends and consumer needs for effective branding.
	PO5	2	Uses branding frameworks and strategic planning tools.
	PSO1	3	Strengthens strategic brand development competencies.
	PSO2	2	Enhances marketing and business planning skills.
	PSO3	2	Moderate relevance to practical branding strategy.
CO3	PO1	3	Strong understanding of visual identity, logo, typography, color psychology, and communication.
	PO2	3	Analyzes branding elements to create effective visual communication.
	PO3	3	Designs visual branding components and integrated brand communication.
	PO4	2	Evaluates branding alternatives to improve brand identity.
	PO5	2	Applies digital and traditional branding tools.
	PSO1	2	Builds competency in creative branding and communication.
	PSO2	3	Strengthens design-oriented branding practices.
	PSO3	3	Supports practical implementation of visual branding.
CO4	PO1	2	Applies knowledge of digital branding and customer engagement concepts.
	PO2	3	Analyzes customer behavior and digital branding strategies.
	PO3	3	Develops branding solutions using digital platforms and engagement techniques.
	PO4	3	Investigates customer experience and online branding practices.
	PO5	3	Effectively uses digital branding tools and online communication platforms.
	PSO1	2	Develops practical digital branding expertise.



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	PSO2	3	Enhances customer engagement and digital marketing skills.
	PSO3	3	Strong relevance to modern digital branding applications.
CO5	PO1	3	Strong understanding of brand evaluation, performance metrics, and emerging branding trends.
	PO2	3	Analyzes brand performance and recommends improvement strategies.
	PO3	2	Applies evaluation methods to sustain brand growth.
	PO4	3	Investigates branding outcomes using performance measures.
	PO5	3	Uses digital tools and analytics for brand assessment.
	PSO1	3	Develops competency in brand performance evaluation.
	PSO2	2	Supports strategic decision-making for sustainable branding.
	PSO3	3	Strong relevance to industry-oriented brand management.

