

**SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – V**

BRAND POSITIONING

Sub. Code: BFMP 502

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: General Introduction

Brand Positioning; Consumer's Perceptual Space; Positioning; Perceptual Mapping; Positioning: Rooted in Product Features; The Pursuit of Differential Advantage; Category Related Positioning;

Unit 2: Various Facets of Brand Positioning

Symbols by Which We Live and Buy: Positioning with Non Functional Values; Brand Personality; Advertising: Introduction and Significance; Brand Building Advertising; Brand Tracking.

Unit 3 Brand Equity and Franchising Objectives

Rules and Risks of Brand Extension; Brand Equity; Franchising; Brand Mapping and Extension; Reading Minds: Research Techniques for Brand Positioning; New Product Opportunities.

Suggested Readings:

1. Brand Positioning: Strategies for Competitive Advantage, Subroto Sengupta, Tata McGraw Hill
2. Positioning: The Battle for Your Mind, Ries, Tata McGraw-Hill.
3. Brand Positioning, Martin Christopher, Butterworth-heinemann.