

COURSE OBJECTIVES AND COURSE OUTCOMES

T.Y.B.M.S. (SEMESTER - VI)

SUBJECT: MARKETING - BRAND MANAGEMENT

Sr. No.	Course Objectives	Course Outcomes
1)	To discuss the meaning and significance of Brand Management	Learners will be talented to understand the meaning and significance of Brand Management
2)	To identify how to build, sustain and grow brands	Learners will perceive to know how to build, sustain and grow brands
3)	To recognize the various sources of brand equity	Learners will absorb information related to various sources of brand equity
4)	To explain various strategies for increasing brand equity	Learners will be able to analyze and comprehend strategies for improving brand equity