



Online PGDM

Second Year, Trimester V, Sep 2024

Course Name : Brand Management

Max Marks : 70

Course Code : 5106

End-Term Project: Comprehensive Analysis

Project Overview:

In this project, students will conduct a comprehensive analysis of a chosen brand, applying key brand management concepts to evaluate and enhance the brand's positioning in the market. The project will focus on core areas of brand management, including Points of Difference (PoD), Points of Parity (PoP), Customer-Based Brand Equity (CBBE), and brand positioning strategies.

Project Requirements:

1. **Brand Selection:** Each student will select an existing brand from any industry. The brand should have a significant market presence, allowing for a detailed analysis of its branding strategies.
2. **Points of Difference (PoD):** Identify and analyze the unique attributes that differentiate the chosen brand from its competitors. Discuss how these attributes contribute to the brand's competitive advantage and appeal to its target audience.
3. **Points of Parity (PoP):** Examine the essential attributes that the brand shares with its competitors. Discuss how the brand maintains these PoP to meet industry standards while leveraging its PoD to stand out.
4. **Customer-Based Brand Equity (CBBE):** Analyze the brand's CBBE by evaluating its brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance. Discuss how these elements contribute to the brand's overall equity in the market.
5. **Positioning Strategy:** Critically evaluate the brand's current positioning strategy. Discuss how effectively the brand communicates its positioning through marketing campaigns, product offerings, and customer interactions. Suggest improvements or alternative positioning strategies if necessary.
6. **Recommendations:** Based on the analysis, provide strategic recommendations to strengthen the brand's market position, enhance its brand equity, and maintain or improve its competitive advantage.

Submission Guidelines:

- Each student must submit a 2000-2500 word report summarizing their analysis and recommendations.
- Students must also submit a separate abstract/ summary of 300-500 words
- The report should be concise, focusing on key insights and strategic recommendations.
- Ensure that the analysis is supported by relevant examples, data, and theoretical frameworks covered during the course.

This project will test your ability to apply brand management theories to real-world scenarios, helping you develop practical skills in brand analysis and strategy development.