



B.Com Honours

Semester 2

Calicut University

STRATEGIES FOR BRAND BUILDING

Course Code: COM2MN108 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM2MN108

Course Title: STRATEGIES FOR BRAND BUILDING

Course Type: Minor

Academic Level: 100-199

Credits: 4 Credits

Course Summary: This course gives an overview of principles, theories, and concepts underlying brand building in the modern marketplace.

Module I: i CONSUMER PERCEPTION AND BEHAVIOUR IN BRANDING

- **Unit 4:** Factors Influencing Consumer Perception
- **Unit 2:** Models of Consumer Behavior
- **Unit 6:** Challenges in Predicting Consumer Behavior

Module I: ndian context. CO2Develop proficiency in analyzing factors influencing consumer behavior in retail settings,

Module I: THE RETAIL FUNCTION

- **Unit 10:** .1 Introduction to Retailing – Role of Retailing
- **Unit 1:** Organised vs Un-organised Retailing – Classification of Retail Stores – Growth of Retail Formats – Observation Study on Mall Management (Mall Visit Required) – Retail Life Cycle
- **Unit 1:** An Overview of Retail Industry in India – Problems & Prospects of Retailing in India
- **Unit 1:** Multi-Channel Retailing – Franchising – Non-Store Retailing

Module I: II RETAIL PRICING AND PROMOTION

- **Unit 12:** .1 Retail Pricing – Pricing Policies –Factors Influencing Pricing – Elements of Retail Price
- **Unit 3:** Price Sensitivity and Mark Down Policy
- **Unit 3:** Retail Pricing Strategies – Every Day Low Pricing (EDLP) – Discussion on Retail Pricing Strategies of Major Retail Groups in India – Case Studies
- **Unit 3:** Retail Sales Promotion Strategies

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