

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Brand Management

Subject Co-ordinator - Prof. Abhishek Kumar

Co-ordinating Institute - IIT - Kanpur

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

Lecture 1 - Brands and Marketplace
Lecture 2 - Brands and Marketplace (Continued...)
Lecture 3 - Product Vs Brand
Lecture 4 - Product Vs Brand (Continued...)
Lecture 5 - Brand Management - The Activity
Lecture 6 - Brand Management - The Activity (Continued...)
Lecture 7 - Brand Associations as Raw Material
Lecture 8 - Brand Associations as Raw Material (Continued...)
Lecture 9 - Mining Brand Associations
Lecture 10 - Mining Brand Associations (Continued...)
Lecture 11 - Unearthing Brand Iceberg
Lecture 12 - Unearthing Brand Iceberg (Continued...)
Lecture 13 - Brand Personality
Lecture 14 - Brand Personality (Continued...)
Lecture 15 - Brand Identity
Lecture 16 - Brand Identity (Continued...)
Lecture 17 - Brand Positioning and Repositioning - Part A
Lecture 18 - Brand Positioning and Repositioning - Part A (Continued...)
Lecture 19 - Brand Positioning and Repositioning - Part B
Lecture 20 - Brand Positioning and Repositioning - Part B (Continued...)
Lecture 21 - Brand Positioning and Repositioning (Continued...)
Lecture 22 - Evolution of Brand Manager System
Lecture 23 - Evolution of Brand Manager System (Continued...)
Lecture 24 - Evolution of Brand Manager System - Part B (Continued...)
Lecture 25 - Brand Extensions
Lecture 26 - Brand Extensions (Continued...)
Lecture 27 - Brand Architecture - Part 1
Lecture 28 - Brand Architecture - Part 1 (Continued...)
Lecture 29 - Brand Architecture - Part 2

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- Lecture 30 - Brand Architecture - Part 2 (Continued...)
- Lecture 31 - Relationship Between Pricing and Brand Positioning
- Lecture 32 - Relationship Between Pricing and Brand Positioning (Continued...)
- Lecture 33 - Pricing - A Tool for Brand Management
- Lecture 34 - Pricing - A Tool for Brand Management (Continued...)
- Lecture 35 - Marketing Brand Equity
- Lecture 36 - Marketing Brand Equity (Continued...)
- Lecture 37 - Financial Brand Equity
- Lecture 38 - Financial Brand Equity (Continued...)
- Lecture 39 - Brands Serving Psycho-Socio Functions
- Lecture 40 - Brand Management - Glossary