

**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.