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**BMS Series**

# **BRAND MANAGEMENT**

A large, 3D geometric graphic consisting of a dark blue square with a white outline, set against a light blue background. The square is tilted, creating a sense of depth and perspective. The graphic is positioned in the lower half of the cover, below the title.

**SUBHASHINI NAIKAR  
MONA MEHTA**

As Per Revised Syllabus under CBCGS System of BMS  
Course under Mumbai University w.e.f. June, 2018

**Vipul's<sup>TM</sup>**  
**BRAND**  
**MANAGEMENT**  
(BMS Third Year: Sixth Semester)  
(Marketing Group - Elective)

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