



Course Title: Product and Brand Management

Course Level: PG

Course Code: MKTG711

Credit Units: THREE

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

In congruence with the aim of marketing to convert a commodity into an identifiable product and to a subsequent brand, the course involves the objective of imparting comprehensive understanding of the process of product strategy and the fundamentals of building, measuring, and managing a brand. The course will provide students with a knowledge and insight into managing product-markets and building brand equity involving managing brands within the context of other brands, as well as managing brands over multiple categories, over time, and across multiple market segments.

Prerequisites:

The student opting for this course should have successfully completed the foundation courses in Marketing. The student is expected to combine the learning across specialization courses including Marketing Communication & Market Research. Some work experience, whether in a family owned business or with a medium-to-large organization is desirable but not necessary.

Student Learning Outcomes:

- The student who completes the course successfully will be able to identify, discuss and indicate variables that drive the success of brands and product lines and the interrelationships among these variables.
- The graduate of the course will be better equipped to utilize practical tools to interpret, relate and evaluate product and brand strategies in an array of customer contexts and competitive contexts.

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction to Product Management	25
<ul style="list-style-type: none">• The Process of PBM• Product Strategy as an element of competitive strategy	

<ul style="list-style-type: none"> • Defining Competitive set • Category Attractiveness Analysis • Competitor Analysis • Customer Analysis 	
Module II New Product Development and PLC	
<ul style="list-style-type: none"> • Process of Strategic Product Creation and Innovation • Incremental and radical innovation • New Product Ideation • Product Testing • New Product Forecasting • New Product Adoption • Product Strategy over Life Cycle • Linking Strategy to Product Portfolio 	20
Module III Introduction to Brand and Brand Management	
<ul style="list-style-type: none"> • Brand as a Genetic Programme • The Product and the Brand • Strategic Brand Management Process • Concept of Brand Equity • Brand Identity & Positioning 	15
Module IV Designing & Implementing Brand Marketing Programs & Strategies	
<ul style="list-style-type: none"> • Using Brand Elements & Brand Associations to build Equity • Brand Extension • Brand Architecture and Multi Brand Portfolios • Designing Branding Strategy • Brand Turnaround and Rejuvenation • Managing Global Brands 	25
Module V Brand Equity Measurement and Management	
<ul style="list-style-type: none"> • Brand Value Chain • Brand tracking Studies • Research Techniques • Understanding and Measuring brand equity using Aaker, Keller, Kapferer, Young and Rubicam, Interbrand methodologies (methods of brand valuation) 	15

Pedagogy for Course Delivery:

Classes will involve a blend of lectures and case discussions. The class will involve a broad ecosystem of contributors. Leaders from the world of brand and product management—both small entrepreneurial companies and large, global market-leaders—will be incorporated into the class to offer first-hand perspectives about the challenges and lessons along their varied paths to success. Practical projects are an integral part of the course and would encourage students to integrate their knowledge of the subject into critically analyzing and building their own brands and managing multi-brand product portfolios.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	NA	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Crawford, C. Merle and Di Benedetto, C. Anthony (2010), New Products Management
- Cooper, G. Robert (2001), Winning at New Products: Accelerating the Process from Idea to Launch, Third Edition.
- Cooper, G. Robert, Edgett, J. Scott and Kleinschmidt, J. Elko (2002), Portfolio Management For New Products: Second Edition.
- Kahn, B. Kenneth (2004), The PDMA Handbook of New Product Development, Second Edition.
- Lehmann, R. Donald & Winer, Russel S (2004), Product Management, Pearson Education
- Keller, Kevin Lane (2007), Strategic Brand Management.
- Kapferer, Jean-Noël (2008), The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term.
- Temporal, Paul (2010), Advanced Brand Management: Managing Brands in a Changing World.