



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTOR

| | | | | | |
|--------------------------|---|------------------|----------------|-------------------|----------------|
| Course Title | PRODUCT AND BRAND MANAGEMENT | | | | |
| Course Code | CMB417 | | | | |
| Programme | MBA | | | | |
| Semester | IV | | | | |
| Course Type | PROFESSIONAL ELECTIVE -2 | | | | |
| Regulation | IARE-R16 | | | | |
| Course Structure | Theory | | | Practical | |
| | Lectures | Tutorials | Credits | Laboratory | Credits |
| | 3 | | 3 | - | - |
| Chief Coordinator | Ms. S.Lakshmi, Assistant Professor, MBA | | | | |
| Course Faculty | Ms. S.Lakshmi, Assistant Professor, MBA | | | | |

I. COURSE OVERVIEW:

Brand and product management is a unique course which enables you to first understand the importance of brand and product management and then use brand development, architecture and portfolios, in order to achieve success. By learning this course, you will be in position to create an activity plan to bring your brand strategy to life - both externally towards consumers and internally to employees. You will be able to define the right metrics for determining success in the implementation of your product and brand strategy, considering any adjustments that may need to be made under a test and learn methodology.

II. COURSE PRE-REQUISITES:

| Level | Course Code | Semester | Prerequisites | Credits |
|-------|-------------|----------|----------------------|---------|
| PG | CMB010 | II | Marketing Management | 3 |

III. MARKS DISTRIBUTION:

| Subject | SEE Examination | CIA Examination | Total Marks |
|------------------------------|-----------------|-----------------|-------------|
| Product and Brand Management | 70 Marks | 30 Marks | 100 |

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

| | | | | | | | |
|---|------------------------|---|----------|---|--------------|---|--------|
| ✓ | Chalk & Talk | ✗ | Quiz | ✓ | Assignments | ✗ | MOOCs |
| ✓ | LCD / PPT | ✓ | Seminars | ✗ | Mini Project | ✗ | Videos |
| ✗ | Open Ended Experiments | | | | | | |

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE): The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into five units and each unit carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each unit. Each question carries 14 marks. There could be a maximum of two sub divisions in a question.

The emphasis on the questions is broadly based on the following criteria:

| | |
|------|--|
| 50 % | To test the objectiveness of the concept. |
| 50 % | To test the analytical skill of the concept OR to test the application skill of the concept. |

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 1), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 1: Assessment pattern for CIA

| Component | Theory | | Total Marks |
|-----------|----------|-----|-------------|
| | CIE Exam | AAT | |
| CIA Marks | 25 | 05 | 30 |

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively. The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

Alternative Assessment Tool (AAT):

The AAT may include seminars, assignments, term paper, open ended experiments, five minutes video and MOOCs.

VI. HOW PROGRAM OUTCOMES ARE ASSESSED:

| Program Outcomes (POs) | | Strength | Proficiency assessed by |
|------------------------|--|----------|-------------------------------------|
| PO 1 | Managerial skills: Apply knowledge of management theories and practices to solve business problems. | 1 | Assignments |
| PO 2 | Decision making Skills: Foster analytical and critical thinking abilities for data-based decision making. | 3 | Presentation on real-world problems |
| PO 4 | Communication Skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business. | 3 | Guest Lectures |
| PO 7 | Strategic Skills: Analyze and formulate managerial strategies to sustain in dynamic global business environment. | 2 | Seminars |

3 = High; 2 = Medium; 1 = Low

VII. COURSE OBJECTIVES :

| The course should enable the students to: | |
|---|---|
| I. | Increase the understanding of the important issues in planning and evaluating product and brand strategies. |
| II. | Provide “real world” experience and understanding of product and branding strategies and understand product and branding concepts from the consumer’s point-of-view.. |
| III. | Understand the work with the appropriate theories, models and other tools to ensure better branding decisions, and to make these concepts relevant for any type of organization |
| IV. | Explore contemporary issues in product and branding development and sustainability and to provide a strategic approach to product and branding issues. |

VIII. COURSE OUTCOMES (COs):

| CO Code | CO's | At the end of the course, the student will have the ability to: | PO's Mapped | Strength of Mapping |
|-----------|------|---|--------------|---------------------|
| CMB417.01 | CO1 | Understand the product policy, product mix, product line, product modification and deletion | PO4,PO7 | 2 |
| CMB417.02 | CO 2 | Know the innovation, theories, models, process of new product development | PO2,PO4, PO7 | 1 |
| CMB417.03 | CO 3 | Examine the different growth strategies of new product and product portfolio analysis. | PO1,PO4 | 2 |
| CMB417.04 | CO 4 | Familiarize the different concepts of product map joint space map and joint mapping | PO1 | 1 |
| CMB417.05 | CO 5 | Elucidate the role of research and development process in marketing | PO1 | 1 |
| CMB417.06 | CO 6 | Analyze the product concept generation, concept selection, concept testing, product architecture, design for manufacturing and prototype product. | PO1,PO4 | 1 |
| CMB417.07 | CO 7 | Demonstrate perceptual mapping, preference, choice models, wind Robertson market model, brandied model and defender model. | PO2 | 1 |
| CMB417.08 | CO 8 | Acquire the knowledgein designer, preamps, flow charts, concepts, innovation diffusion and adoption process. | PO2 | 1 |

| CO Code | CO's | At the end of the course, the student will have the ability to: | PO's Mapped | Strength of Mapping |
|-----------|------|---|-------------|---------------------|
| CMB417.09 | CO9 | Recognize the brand image, brand awareness, brand decisions, brand personality and also the benefits of branding | PO2 | 1 |
| CMB417.10 | CO10 | Express the brand extensions, line extensions, brand licensing, franchising and global branding. | PO1 | 1 |
| CMB417.11 | CO11 | Enumerate brand equity creation, models, brand asset valuator and measuring brand equity. | PO1 | 1 |
| CMB417.12 | CO12 | Illustrate brand valuation procedure like managing brand equity, brand worth, brand reinforcement, brand revitalization and brand crisis. | PO7 | 1 |

3 = High; 2 = Medium; 1 = Low

IX. MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES:

| COs | Program Outcomes (POs) | | | | | | | |
|-------|------------------------|-----|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
| CO 1 | | | | 3 | | | 1 | |
| CO 2 | | 1 | | 1 | | | 1 | |
| CO 3 | 2 | | | 1 | | | | |
| CO 4 | 2 | | | | | | | |
| CO 5 | | | | 1 | | | | |
| CO 6 | 2 | | | 1 | | | | |
| CO 7 | | 1 | | | | | | |
| CO 8 | | 1 | | | | | | |
| CO 9 | | 1 | | | | | | |
| CO 10 | 2 | | | | | | | |
| CO 11 | | 1 | | | | | | |
| CO 12 | | | | | | | 1 | |

3 = High; 2 = Medium; 1 = Low

X. ASSESSMENT METHODOLOGIES – DIRECT

| | | | | | | | |
|----------------------|---------------------|--------------|---------------------|--------------|-----|---------------|------|
| CIE Exams | PO1, PO2, PO4, PO7, | SEE Exams | PO1, PO2, PO4, PO7, | Assignments | PO7 | Seminars | PO 7 |
| Laboratory Practices | - | Student Viva | - | Mini Project | - | Certification | - |
| Term Paper | - | | | | | | |

XI. ASSESSMENT METHODOLOGIES - INDIRECT

| | | | |
|---|--|---|---------------------------|
| ✓ | Early Semester Feedback | ✓ | End Semester OBE Feedback |
| ✗ | Assessment of Mini Projects by Experts | | |

XII. SYLLABUS

| | | |
|---|--------------------------------|-------------------|
| UNIT-I | PRODUCT CONCEPTS | Classes: 9 |
| Product, policy, objectives, product mix, product line, packaging, product modification and deletion. New product development: innovation, theories of new product development, models of new product development, generic product development process | | |
| UNIT-II | NEW PRODUCT DEVELOPMENT | Classes: 9 |
| New product introduction, growth strategies intensive, interactive, diversification strategies. Product portfolio analysis Boston consultancy group, general electric, ad little. Shell international. Idea generating device. Role of research and development. Product maps, market maps and joint space maps. Idea screening. Product concept generation, concept selection, and concept testing, product architecture, design for manufacturing, prototype product. | | |
| UNIT-III | PERCEPTUAL MAPPING | Classes: 9 |
| Perceptual mapping, preference, choice models, wind Robertson market model, brandied model and defender model. Designer and preamps, flow charts and concepts, Innovation diffusion and adoption process. | | |
| UNIT-IV | BRAND MANAGEMENT | Classes: 9 |
| Brand vs. commodity, understanding brands, benefits of branding, brand attributes, branding decisions, brand awareness, brand image, brand personality, brand positioning, attribute positioning, price or quality positioning, use or application positioning and user positioning and repositioning. Brand extensions, line extensions, brand licensing and franchising and global branding. | | |
| UNIT-V | BRAND EQUITY | Classes: 9 |
| Creating brand equity, brand equity models brand asset valuator, asker model, brands', and brand resonance, measuring brand equity, brand audits, brand tracking, brand valuation: managing brand equity, brand worth, brand reinforcement, brand revitalization and brand crisis | | |
| Text Books: | | |
| <ol style="list-style-type: none"> 1. Pessemier Edgar, "Product Management", 1982, John Wiley and Sons. 2. Ulrich K T, Anitha Goyal, "Product Design and Development", 2010, McGraw Hill. 3. U C Mathur, "Product and Brand management", 2009, Excel Books, New Delhi | | |
| Reference Books: | | |
| <ol style="list-style-type: none"> 1. Richard Elliott, "Strategic Brand management", 2007, Oxford press. 2. Philip Kotler Keller, "Marketing Management", 2012, 12th edition, Pearson. 3. Dr. Anandan, "Product Management", 2010, Tata McGraw Hill. | | |

XIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

| Lecture No | Topics to be covered | Course Outcomes (COs) | Reference |
|------------|--|-----------------------|-----------|
| 1-2 | Product, policy, objectives. | CO 1 | T1&T2 |
| 3-4 | Product mix, product line, packaging. | CO 2 | T2 |
| 5-7 | Product modification and deletion. New product development: innovation | CO 2 | T3 |
| 8-9 | Theories of new product development | CO3 | T1 |
| 10-11 | Models of new product development, generic product development process. | CO 3 | T1&T3 |
| 12-13 | New product introduction, growth strategies intensive, interactive, diversification strategies. | CO 3 | T2 |
| 14-15 | Product portfolio analysis Boston consultancy group, general electric, ad little. Shell international. Idea generating device. | CO 4 | T2 |
| 16-17 | Role of research and development. Product maps, market maps and joint space maps. | CO 4 | T1,&T3 |
| 18-19 | Idea screening. Product concept generation, concept selection, and concept testing. | CO 4 | T1 |
| 20-21 | Product architecture, design for manufacturing, prototype product. | CO 5 | T2 |
| 22-23 | Perceptual mapping, preference, choice models. | CO 5 | T3 |
| 24-25 | Wind Robertson market model, brandied model and defender model. | CO 5 | T3&T2 |
| 26-27 | Designer and preamps, flow charts and concepts. | CO 6 | T2 |
| 28-29 | Innovation diffusion and adoption process. | CO 6 | T1&T2 |
| 30-33 | Brand vs. commodity, understanding brands, benefits of branding. | CO 7 | T2 |
| 34-35 | Brand attributes, branding decisions, brand awareness, brand image, brand personality. | CO 8 | T3 |
| 36-37 | brand awareness, brand image, brand personality. | CO 9 | T1&T2 |
| 37-38 | Brand positioning; attribute positioning, price or quality positioning, use or application positioning.. | CO 10 | T1 |
| 39-40 | User positioning and repositioning. Brand extensions, line extensions, brand licensing | CO 11 | T1&T2 |
| 41-42 | Branding. Brand extensions, line extensions, brand licensing.Franchising and global | CO11 | T2 |
| 42-43 | Franchising | CO12 | T3 |
| 44-45 | Globalising | CO12 | T1&T3 |

XIV. GAPS IN THE SYLLABUS - TO MEET INDUSTRY / PROFESSION REQUIREMENTS:

| S No | Description | Proposed actions | Relevance with POs |
|------|--|------------------|--------------------|
| 1 | Innovative products in the global markets | Guest Lectures | PO 1 |
| 2 | Different types of brands in an organizations | Guest Lectures | PO 2 |
| 3 | Research and development for the new products and services | Guest Lectures | PO 4 |

Prepared by:

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