

## PRODUCT AND BRAND MANAGEMENT

III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBC32	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	30	70	100
<b>Contact Classes: 45</b>		<b>Tutorial Classes: Nil</b>		<b>Practical Classes: Nil</b>		<b>Total Classes: 45</b>		
<b>I. COURSE OVERVIEW:</b>								
<p>The course enlightens the knowledge in terms of basic concept of product and brand related concepts. This course describes about product line and product mix for maintenance of various products in companies product portfolio and various kinds of strategies used in product development and also new product development according to the requirements of the customers at an affordable price. This course also provides the knowledge on the brand image and brand personality and information on strengthen of brand and brand valuation and brand growth prospects etc.</p>								
<b>II. COURSE OBJECTIVES:</b>								
<b>The students will try to learn:</b>								
<ol style="list-style-type: none"> <li>I. Firm's products capacities in terms of competitors' products either add or drop product from portfolio.</li> <li>II. The requirements of customers and markets and able to develop the products accordingly.</li> <li>III. Perceptions of customers for develop, modify or drop products accordingly.</li> <li>IV. About brands and brand models to the system of new product development.</li> <li>V. The status of brands of the company and measure to attain the worthiness of brand.</li> </ol>								
<b>COURSE OUTCOMES:</b>								
<b>After successful completion of the course, students will be able to:</b>								
<p><b>CO 1:</b> Demonstrate the product line and product mix related issues while making product related decisions.</p> <p><b>CO 2:</b> Contrast on new product development according the changing needs of the market.</p> <p><b>CO 3:</b> Illustrate about new product introduction and growth strategies relating to products for developing new products.</p> <p><b>CO 4:</b> Appraise the research and development department role in product generation and testing for effective product creation and generation.</p> <p><b>CO 5:</b> Examine the perceptual mapping preference and choice to know various kinds of perceptions.</p> <p><b>CO 6:</b> Build various kinds of designer, preamps and flowcharts for the purpose of innovative product generation.</p> <p><b>CO 7:</b> Experiment with different brand attributes, brand image and brand awareness for effective maintenance of brand.</p> <p><b>CO 8:</b> Build a strong brand personality and positioning strategies for attainment of brand.</p> <p><b>CO 9:</b> Construct strong brand equity for the purpose of increasing the lifespan of product life cycle and business life cycles.</p> <p><b>CO 10:</b> Assess ones brand valuation for formulating effective competitive strategies.</p>								
<b>IV. SYLLABUS</b>								
<b>UNIT-I</b>	<b>PRODUCT CONCEPTS</b>						<b>Classes: 08</b>	
<p>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.</p>								
<b>UNIT-II</b>	<b>NEW PRODUCT DEVELOPMENT</b>						<b>Classes: 09</b>	
<p>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</p>								

space maps. Idea screening. Product concept generation, concept selection, and concept testing, product architecture, design for manufacturing, prototype product.		
<b>UNIT-III</b>	<b>PERCEPTUAL MAPPING</b>	<b>Classes:09</b>
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.		
<b>UNIT-IV</b>	<b>BRAND MANAGEMENT</b>	<b>Classes: 09</b>
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.		
<b>UNIT-V</b>	<b>BRAND EQUITY</b>	<b>Classes: 10</b>
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.		
<b>Text Books:</b>		
<ol style="list-style-type: none"> <li>1. Tapan K. Panda," Product and Brand Management", Oxford University Press, 1<sup>st</sup> Edition, 2016.</li> <li>2. Keller/Parameswaran, "Strategic Brand Management", Pearson Education India, 4<sup>th</sup> Edition, 2015.</li> <li>3. Isaac Jacob Kevin Lane Keller, M G Parameswaran," Strategic Brand Management", India Pushup Store, 2014.</li> <li>4. Harsh V Verma," Brand Management Text and Cases", Pillappa, 1<sup>st</sup> Edition, 2012.</li> <li>5. Kirti Dutta, Brand Management: Principles and Practices, Oxford University Press, 2012.</li> <li>6. Ulrich K T, AnithaGoyal, "Product Design and Development", Tata McGraw Hill, 3<sup>rd</sup> Edition, 2010.</li> <li>7. U C Mathur, "Product and Brand management", Excel Books, New Delhi, 6<sup>th</sup> Edition, 2009.</li> <li>8. Pessemier Edgar, "Product Management", John Wiley and Sons, 2<sup>nd</sup> Edition, 1982.</li> </ol>		
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. Richard Elliott, "Strategic Brand management", Oxford press, 6<sup>th</sup> Edition, 2007.</li> <li>2. Philip Kotler and Keller, "Marketing Management", Pearson, 12<sup>th</sup> Edition, 2012.</li> <li>3. Dr. Anandan, "Product Management", Tata McGraw Hill, 8<sup>th</sup> Edition, 2010.</li> </ol>		
<b>Web References:</b>		
<ol style="list-style-type: none"> <li>1. <a href="https://www.studynama.com/community/threads/338-Brand-management-pdf-lecture-notes-ebook-download-for-mba-students">https://www.studynama.com/community/threads/338-Brand-management-pdf-lecture-notes-ebook-download-for-mba-students</a>.</li> <li>2. <a href="http://www.kvimis.co.in/sites/kvimis.co.in/files/ebook_attachments/Keller%20Strategic%20Brand%20Management.pdf">http://www.kvimis.co.in/sites/kvimis.co.in/files/ebook_attachments/Keller%20Strategic%20Brand%20Management.pdf</a>.</li> </ol>		
<b>E-Text Books:</b>		
<ol style="list-style-type: none"> <li>1. <a href="https://www.scribd.com/doc/17045977/product-and-brand-management-a-concise-note-on-everything-about-product-and-brand-management">https://www.scribd.com/doc/17045977/product-and-brand-management-a-concise-note-on-everything-about-product-and-brand-management</a>.</li> <li>2. <a href="http://iimsnepal.com/download/e%20book%20materials/mba%20ebook%20material/mba%204th%20semester%20ebook%20materials/dmgt508_product_and_brand_management.pdf">http://iimsnepal.com/download/e%20book%20materials/mba%20ebook%20material/mba%204th%20semester%20ebook%20materials/dmgt508_product_and_brand_management.pdf</a>.</li> </ol>		