PRODUCT AND BRAND MANAGEMENT

IV Semester: MBA								
Course Code	**Category**	**Hours / Week**			**Credits**	**Maximum Marks**		
		L	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
CMB417	**Elective**	3	-	-	3	30	70	100
Contact Classes: 45	**Tutorial Classes: Nil**	**Practical Classes: Nil**				**Total Classes: 45**		

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 as strategic approach to product and branding issues.

COURSE OUTCOMES(CO'S):

1. Understand the product policy, product mix, product line, product modification and deletion .
2. Know the innovation, theories, models, process of new product development.
3. Examine the different growth strategies of new product and product portfolio analysis.
4. Familiarize the different concepts of product map joint space map and joint mapping.
5. Elucidate the role of research and development process in mapping .
6. Analyze the product concept generation, concept selection, concept testing, product architecture, design for manufacturing and prototype product.
7. Demonstrate perceptions mapping, preferences, choice model, wind Robertson market model, brand model and defender model.
8. Acquire the knowledge designer preamps, flowchart, concept ,innovation diffusion and adoption process
9. Recognize the brand image ,brand awareness, brand decision, brand personality and also the benefits of brand
10. Express the brand extension ,line extension ,brand licensing, franchising and global marketing
11. Enumerate brand equality creation, model, brand asset valuator and measuring brand equity
12 Illustrate brand valuation procedure like managing brand equity, brand worth brand reinforcement, brand revitalization and brand crisis

UNIT-I	**PRODUCT CONCEPTS**	**Classes: 09**

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: 09**

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: 09**

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: 09

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: 09

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 cris

Text books

1. Pessemier Edgar, "Product Management", 1982, John Wiley and Sons.
2. Ulrich K T,AnithaGoyal, "Product Design and Development", 2010, McGraw Hill.
3. U C Mathur, "Product and Brand management", 2009, Excel Books, New Delhi.

Reference books

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.

Web References

1. https://www.open.edu/openlearn/Product and Brand Management/product and Brand Management-and-reporting/content-section---references
2. https://lcsc.libguides.com/c.php?g=436550&p=2976238
3. https://www.researchgate.net/publication/327767641_Product And Brand Management Recommended Textbooks

E-Text Books

1. https://bookboon.com/en/Product and Brand Management-ebooks
2. https://www.amazon.in/Dictionary-Product and Brand Management-Oxford-Quick Reference/ dp/ 0199563055