Course Title:	**Product and Brand Management**			
Course Code:	**BUE7256**			
Course Coordinator	**Dr. Deepak Jain**			
Credits	**3-0-0**			
Evaluation Scheme: Total 100 Marks				
Quiz (Total 20 Marks)				**Assignment / Project (Total 20 marks) (Minimum Two Assignments or one Project)**		**Mid-Term**	**Major Examination**	**Total**

Quiz I (5 marks)	**Quiz II (5 marks)**	**Quiz III (5 marks)**	**Quiz IV (5 marks)**	**10**	**10**	**20 marks) (1 ½ Hour Duration)**	**(40 marks) (3 Hour Duration**	**100 Marks**

WEEKS	TOPICS TO BE COVERED
Week 1	**Opportunity Identification, Concept Generation**
Week 2	**Concept Evaluation, Technical Development, Market Planning**
Week 3	**Understanding PLC stages, Identification and Revitalization of Weak Products and Services**
Week 4	**Evaluation of Weak Products/Services and Elimination Strategies,**
Week 5	**Organizational Arrangements for Developing, Managing and Eliminating Products and Services**
Week 6	**Brands, Branding, Brand Users, Brand Value,**
Week 7	**Brand Loyalty, Brand Equity.**
Week 8	**New Brand creating, Maintaining Brand Positioning, Extending Partnering**
Week 9	**Case Study Discussion & Presentations**
Week 10	**Case Study Discussion & Presentations**
Week 11 (13th -17th October, 2025)	**Mid-Term**
2nd May, 2025	**Showing of Mid-Term Answer Sheets**
Week 13	**Managing Brand Portfolios, Brand Innovations**
Week 14	**Global Branding, Corporate Branding, B2B Branding**
Week 15	**Services Branding, Brands Crisis, Ethics and Brands**
Week 16	**Case Study Discussion & Presentations**
Week 17 (8th -12th December, 2025)	**Revision Week**
Week 18 (15th – 24th December, 2025)	**Major Examinations**
8th January 2026	**Showing of Major Exams Answer Sheets**
20th – 25th October 2025	**Diwali Break**

COURSE OUTCOMES
After successful completion of this course, students shall be able to;
CLO1: Understand the importance of new product development.
CLO2: Evaluate the value of brands.
CLO3: Developing products and creating brands ethically.

Recommended Books
Brand Management: Co-creating Meaningful Brands by Michael Beverland (Sage Publications)
New Product Planning by Kenneth B Kahn (Sage Publications)
Product Lifecycle Management by Antti Saaksvuori and Anselmi Immonen (Springer)

Calendar of Quizzes / Assignment etc. to be provided as per below details and exact dates to be fixed in consultation with other course coordinators to avoid overlap of Quizzes of different courses.

Component	Date
Quiz-I	Week 10
Quiz-II	Week 10
Assignment-I	Week 10
Assignment-II / Project Submission	Week 17
Quiz-III	Week 17
Quiz-IV	Week 17

Note:

1. One surprise Quiz may be fixed out of Quiz-II, Quiz-III or Quiz-IV.
2. In case of any deviation in evaluation methodology for courses such as AEC/VAC/SEC shall be mentioned accordingly. Thus, same shall be approved by the next BOS of school if not done earlier.

Signature of Course Coordinator   :