

SHRI MATA VAISHNO DEVI UNIVERSITY, KATRA

School of Business

COURSE INFORMATION

- **Course Title:** Product and Brand Management
- **Course Code:** BULDE705
- **Semester:** 3
- **Number of Sections:** 1
- **Format:** Lectures & Attendance
- **Credit Status:** L-T-P, 3-1-0
- **Credit Hours:** 4
- **Learning Hours:** 14 Weeks x 4 = 56 (Minimum) to 16 Weeks x 4 = 64 (Maximum)

COURSE DESCRIPTION

The objective of this course is to learn fundamentals of Product and Brand Management. The aim of Product Management Part is to make participants understand competition at product level as well as brand level. Two broadly important aspects namely Product Management from competition point of view and Product Management from New Product Development and Innovation point of view are to be covered. The objective of Brand Management is to make students understand principles of Branding, role of brands, elements and components of brands, brand equity etc. The main aim for Brand Management is to make sure that students understand implications of planning, implementing and evaluating Branding Strategies.

LEARNING OUTCOMES

Learning outcomes in Product and Brand Management includes understanding of the product and brand strategy concepts to develop the factual support to define a winning product and brand strategy. Additionally, it helps to develop a system to incorporate future products into a portfolio, enhancing its value and supporting growth. Furthermore, it helps to elaborate upon the customer experience journey to identify, define, and implement key brand touchpoints; also explains and apply the process to embed a brand internally within an organization to engage employees to deliver on the brand promise.

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.

CLO4: Apply the understanding in solving the problems.

COURSE CONTENTS

UNIT I (12 Contact Hours)

Opportunity Identification, Concept Generation, Concept Evaluation, Technical Development, Market Planning.

UNIT II (13 Contact Hours)

Understanding PLC stages, Identification and Revitalization of Weak Products and Services, Evaluation of Weak Products/Services and Elimination Strategies, Organizational Arrangements for Developing, Managing and Eliminating Products and Services.

UNIT III (13 Contact Hours)

Brands, Branding, Brand Users, Brand Value, Brand Loyalty, Brand Equity.

UNIT IV (13 Contact Hours)

New Brand creating, Maintaining Brand Positioning, Extending, Partnering, Managing Brand Portfolios, Brand Innovations.

UNIT V

(13 Contact Hours)

Global Branding, Corporate Branding, B2B Branding, Services Branding, Brands Crisis, Ethics and Brands.

MODE OF ATTENDANCE & PARTICIPATION POLICY

In-Person Lectures - Because they involve active participation, discussion, and dialogue, you are expected to attend all the lectures.

ASSIGNMENTS & GRADING

Course Deliverables

Internal Assessment shall be awarded on students' work in the form of Case Study Analysis / Quizzes / Reports / Presentations / Seminars / Assignments, which shall be evaluated by the concerned faculty.

Weighed Grading

- 20%: 2 Assignment of 10% each.
- 20%: 4 Quizzes of 5% each.
- 20%: Mid-Term Exam.
- 40%: Final Exam.

Grade Definitions

- Students registered for the required credits who complete the requirements of a course.
- Relative Grading System will be applicable as per university.

ASSIGNMENT

This assignment requires students to conduct a project on the given theme. In this project we will bring together all the concepts within the project and need is to deliver a brief 2–3 minutes oral component.

Note

Must not consist of video only—there must be a live oral component included in the presentation. This assignment should help students apply their marketing management skills learned in the course to market and tell the story behind their chosen topic of project. Visit the course lecture schedule for the assignment due date.

Description

The objective of this marketing project is to develop a multi-media marketing plan for a select target market and provide valuable information about using the marketing strategies and tools learned in the course. Using various digital media tools, personal selling, and marketing communication concepts students will creatively, strategically yet tastefully link their marketing efforts to the culture of their destination to fulfil the requirements of the assignment.

Written and Reporting Requirements

Students will develop a Marketing Campaign for their chosen project. This assignment will be submitted in hard copy and students will be given the opportunity to showcase their work in a brief 2-to-3-minute oral presentation. The PowerPoint visual aid may include video, music, sound effects, pictures, and/or graphics etc. Provide a list of references used to complete this assignment on the final slide(s) using APA academic style—a minimum number of eight (8) references required.

Assessment

The overall project will be graded using a standard rubric and evaluated for uniqueness, quality, marketing value, and usefulness. This project is worth 10 marks.

Credit Requirements

Course Grading: A student's grade in this course will be based on the following graded and weighed course activities. This is a participatory performance-based course therefore attendance is critical to a student's success. Course activities will be graded within 1 week of the assigned due date. All e-mail communications will be responded to within 24 hrs. Details of the Case Study Analysis assignment and the marketing plan executive summary will be discussed in class and will cover information shared during class, PowerPoints, course textbook, and external sources.

Note: Graduates in contrast to undergraduates enrolled in this course will meet different course requirements. Please note to earn credits in this course will require a higher level of thought leadership on assignments, particularly on the (case study, exams, and global marketing campaign). This variation may include 2 to 3 additional qualitative questions on the exams and more advanced evidence of graduate-level analysis on the case study and the global marketing campaign. Additional information will be provided in live class sessions.

Course Materials

- Donald, R.L., & Russell S.W. (2002). *Product Management* (3rd Ed.). Tata McGraw Hill
- Keller, K.L., & Swaminathan, V. (2019). *Strategic Brand Management: Building, Measuring and Managing Brand Equity* (5th Ed.). Prentice Hall
- Trott, P. (2008). *Innovation Management and New Product Development* (4th Ed.). Prentice Hall
- Kapferer, J. (2012). *The New Strategic Brand Management: Advanced Insights and Strategic Thinking* (5th Ed.). Kogan Page
- Reis, A., & Trout, J. (2001). *Positioning: The Battle for Your Mind*. McGraw Hill Education
- Tapan K. Panda. Product and Brand Management. Paperback: 888 pages Publisher: Oxford University Press; First edition (January 2016); ISBN-10: 9780199460496; ISBN-13: 978-0199460496; ASIN: 0199460493
- U. C. Mathur. Product and brand management. Excel Books (December 2012) ISBN-10: 9350620146; ISBN-13: 978-9350620144

Mapping of Outcomes v. Topics

Outcome Number → Syllabus topic ↓	Week Number	Number of Lectures	1	2	3	4
Unit1: Opportunity Identification, Concept Generation	1	3 Lecture 1 Tutorial	√	√		
Unit1: Concept Evaluation, Technical Development, Market Planning	2	3 Lecture 1 Tutorial			√	√
Unit2: Understanding PLC stages, Identification and Revitalization of Weak Products and Services	3	3 Lecture 1 Tutorial	√	√		
Unit2: Evaluation of Weak Products/Services and Elimination Strategies	4	3 Lecture 1 Tutorial		√	√	
Unit2: Organizational Arrangements for Developing, Managing and Eliminating Products and Services	5	3 Lecture 1 Tutorial			√	√
Unit2: Case Studies Discussion on Unit 1 and 2	6	3 Lecture 1 Tutorial	√	√	√	√
Quiz & Assessments & Revision	7					
Unit3: Brands, Branding, Brand Users	8	3 Lecture 1 Tutorial	√	√		

Unit3: Brand Value, Brand Loyalty, Brand Equity	9	3 Lecture 1 Tutorial			√	√
Unit4: New Brand creating, Maintaining Brand Positioning	10	3 Lecture 1 Tutorial	√	√		
Unit4: Brand Extending, Partnering	11	3 Lecture 1 Tutorial		√	√	
Unit4: Managing Brand Portfolios, Brand Innovations	12	3 Lecture 1 Tutorial			√	√
Unit5: Global Branding, Corporate Branding	13	3 Lecture 1 Tutorial	√	√		
Unit5: B2B Branding, Services Branding	14	3 Lecture 1 Tutorial		√	√	
Unit5: Brands Crisis, Ethics and Brands	15	3 Lecture 1 Tutorial			√	√
Quiz & Assessments	16					
