



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc.), 6th Semester
Branch: Sales & Marketing Management
Subject Name: Product & Brand Management
Subject Code: 1162203

Teaching and Examination Scheme:

Teaching Scheme			Credit C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit;
 ESE- End Semester Examination; PA-Progressive Assessment

Contents:

Sr. No.	Content	Teaching Hrs.	Module % Weightage
1	Introduction – Introduction To Product Management, Role Of Product Manager, Managing Competition By Five Force Model, Extended Product Life Cycle & Its Managerial Implications, Product Portfolio	10	25 %
2	Product Management & New Product Development – Need Of Product Innovations, The Components Of New Product Strategy, Test Marketing, Time To Market, Product Differentiation, Managing Product Elimination	11	25 %
3	Branding & Brand Management – Introduction of Brand & Branding, Importance of Brand, Branding Challenges & Opportunities, Brand Equity, Brand Positioning, Brand Elements	11	25 %
4	Measuring and Interpreting Brand Performance – Designing and Implementing Branding Strategies, Launching Brand Extensions Products, Managing brands overtime and Geographic boundaries, Developing a Brand Equity Management System, and Brand Equity measurement approaches	10	25 %
	Total	42	100%

Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication /Edition
1	Michael Baker & Susan Hart	Product Strategy and Management	Pearson	Latest Edition
2	Kevin Lane Keller, M.G.Rameswaram, Isaac Jacob	Strategic Brand Management	Pearson	2015 / 4th
3	Tapan Panda	Product and Brand Management	Oxford University Press	2016 / 1st



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Suggested Specification table with Marks (Theory): (For B.VOC. only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	15	20	0	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	This Course Is To Learn Fundamentals Of Product And Brand Management	25%
CO-2	The Aim Of Product Management Part Is To Make Participants Understand Competition At Product Level As Well As Brand Level.	25%
CO-3	The Objective Of Brand Management Is To Make Students Understand Principles Of Branding, Role Of Brands, Elements And Components Of Brands, Brand Equity.	25%
CO-4	The Main Aim For Brand Management Is To Make Sure That Students Understand Implications Of Planning, Implementing And Evaluating Branding Strategies.	25%