

MBA - IV Semester - IV
MM - Product and Brand Management (PBM)

1. Objectives:

The objectives of the course are:

- To develop an understanding of the basic branding principles and their exposure to classic and contemporary branding applications.
- To make the students aware about the role of brands, the concept of brand equity, and the advantages of creating strong brands.
- To increase the understanding of the important issues in planning, implementing, and evaluating brand strategies.
- To acquaint the students with the appropriate concepts, theories, models and other tools to make better brand decisions.
- To understand the latest developments and cultivate an understanding of the adjustments to be made in branding strategies over time and geographic boundaries to maximise brand equity

2. Course Duration:

The total hours for teaching this course will be 50 hours, which will be divided into 40 sessions of 75 minutes duration each.

3. Course contents:

The course will contain following modules:

| Module No. | Topic/ Sub topic | Sessions | Marks Weightage |
|-------------------|---|-----------------|------------------------|
| I | Introduction to Product Management, Category Attractiveness, Market Competition and Competitor Analysis, Product Strategy and New Product Development | 8 | 20% |
| II | Customer and Market Potential Analysis, , Managing a Product during various stages of PLC. Product Market Analysis for different products, Emerging panorama of the Indian market, New challenges for marketers in India (Practical Studies) | 8 | 20% |
| III | Branding & Brand Management, The concepts of Brand Equity, Creating brands in a competitive market. Brand Positioning and Brand Associations. Using Brand Elements to create brand equity. | 8 | 20% |
| IV | Designing Marketing Programmes to Build Brand Equity. Leveraging Secondary Brand Associations. Developing a Brand Equity Management System. Measuring Sources of Brand Equity and Brand Equity measurement approaches. | 8 | 20% |
| V | Growing and Sustaining Brand Equity: Designing and Implementing Branding Strategies, Launching Brand Extensions Products, Managing brands overtime and geographic boundaries, revitalization of brands. | 8 | 20% |

4. Teaching Methods:

The course will use the following pedagogical tools:

- A. Case discussion covering a cross section of decision situations.
- B. Discussions on issues and techniques of Marketing.
- C. Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

The evaluation of participants will be on a continuous basis comprising the following elements:

| | | |
|---|---|---|
| A | Projects/ Assignments/Quizzes/Class participation etc | Weightage 50% (Internal Assessment) |
| B | Mid-Semester examination | Weightage 30 % (Internal Assessment) |
| C | End –Semester Examination | Weightage 70% (External Assessment) |

6. Text Books:

The following books may be used as base book for this course. However, students are also expected to refer books by other authors on the subject. A suggestive list of reference books is also given here. They are also supposed to read business magazines and journals related to the subject.

| Sr. No. | Authors | Name of the Books | Publisher | Edition & Year of Publication |
|---------|-------------------|---|-------------------|-------------------------------|
| T1 | Lehman and Winer | Product Management | Tata McGraw Hill | Fourth edition |
| T2 | Kevin Lane Keller | Strategic Brand Management | Pearson Education | Third Edition |
| T3 | S. Ramesh Kumar | Managing Indian Brands, Marketing Concepts & Strategies | Vikas | Latest Edition |

7. Reference Books:

| Sr. No. | Authors | Name of the Books | Publisher | Edition & Year of Publication |
|---------|---------------------------------|-----------------------------|--|-------------------------------|
| R1 | Ramanuj Majumdar | Product Management in India | PHI EEE | Latest Edition |
| R2 | Elliott Richard and Percy Larry | Strategic Brand Management | Oxford University Press (Indian Edition) | Latest Edition |
| R3 | Tybout and Calkins (Editors) | Kellogg on Branding | Wiley | Latest Edition |
| R4 | VanAuken Brad | Branding | Jaico | Latest Edition |

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|-----|------------------------------|---|------------|----------------|
| R5 | Baker Michael and Hart Susan | Product Strategy and Management | Pearson | Latest Edition |
| R6 | Jean Noel Kapferer | Strategic Brand Management | Kogan Page | Latest Edition |
| R7 | Dholkia, Anwar and Hasan | Marketing Practices in Developing Economy : Cases from South Asia | PHI | Latest Edition |
| R8 | YLR Moorthi | Brand Management, The Indian Context | Vikas | Latest Edition |
| R9 | S. Ramesh Kumar | Consumer Behaviour and Branding | Pearson | Latest Edition |
| R10 | Harsh Verma | Brand Management | Excel | Latest Edition |
| R11 | Ramanuj Majmudar | Product Management in India | PHI | Latest Edition |

8. List of Journals/ Periodicals/ Magazines/ Newspapers:

The Economic Times (Brand Equity), Brand Reporter, Indian Management, Harvard Business Review, Indian Journal of Marketing.

NB: The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

9. Session Plan:**MM - Product and Brand Management**

| Session no. | Topic |
|--------------------|---|
| 1 | Product Management System |
| 2 | Levels of Market Competition and methods for measuring competition |
| 3 | Category attractiveness analysis- Market factors, category factors and Environmental factors analysis. |
| 4-5 | Competitor analysis: Differential advantage analysis, Predicting future strategies. |
| 6 | Developing a sustainable product strategy, Selection of strategic alternatives. |
| 7 | Launching new products- Product modification and Line extensions |
| 8 | Feedback and review of module-1 / Case analysis |
| 9-10 | Customer analysis: Understanding the customer, market segmentation and targeting the customer. Model of Economic value to the Customer. |
| 11 | Estimating Market and Sales potential; Sales forecasting, Using forecasts |
| 12 | Managing a product portfolio over different stages of lifecycle |
| 13-14 | Product Market Analysis for different products |
| 15 | Emerging panorama of the Indian market, New challenges for marketers in India |
| 16 | Feedback and review of module -2 / Case analysis. |
| 17 | Branding, Brand Management, branding challenges and opportunities |
| 18-19 | Customer based brand equity, brand knowledge, sources of brand equity, steps involved in brand building, creating customer value. |
| 20-21 | Brand Associations, Brand Image and Brand Positioning- Points of parity and points of difference. Core Brand Values and Brand Essence (Brand Mantra). |
| 22- 23 | Brand Elements and Brand Equity. Using brand elements to create brand equity. |
| 24 | Feedback and review of module -3/ Case analysis |
| 25-26 | New Perspectives on Marketing. Designing Marketing Programmes- Product, Pricing and Channel strategies. |
| 27 | Marketing communications and brand equity. |
| 28 | Leveraging secondary brand associations. |
| 29 | Brand value chain and Brand equity management |
| 30 | Measuring Sources of Brand equity by capturing consumer mind set: Qualitative and quantitative techniques. |
| 31 | Brand Equity Measurement, cost based, price based and consumer based methods. |
| 32 | Feedback and review of module -4 / Case analysis |
| 33 | Brand Architecture- The brand product matrix and Brand hierarchy |
| 34 | Designing a Branding strategy- Combining and linking brand elements to different products. Cause Marketing. |
| 35 | Types of brand extensions, advantages and disadvantages of extension. |
| 36 | How consumers evaluate brand extensions and guidelines for extensions |
| 38 | Global Marketing Programmes- rational, merits and demerits |
| 39 | Global brand strategy- localization v/s standardization |
| 40 | Feedback and review of module – 5 / Case analysis |