

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI (RAJ.)
INSTRUCTION DIVISION
FIRST SEMESTER 2014-2015
Course Handout (Part II)

Date: 02/08/2016

In addition to the Part - I (General Handout for all courses appended to the Time Table) this portion gives further specific details regarding the course.

Course No. : MBAG586
Course Name : Product and Brand Management
Instructor-in-charge : Anil Bhat

1. Scope & Objective/Content

The course on Product and Brand Management is intended to develop an understanding of and competence in dealing with problems relating to management of existing products & brands, developing new products and execution of marketing decisions on new products and brands. Cases and journal articles will be referred throughout the course. A project assignment will lend the course a flavor of “learning by doing” and will also connect the conceptual content of the course to its real-world relevance. Students are also encouraged to bring contemporary issues about branding and product management to the class for brainstorming purposes.

2. Text Book and Readings:

- i) TB1: Keller Kevin Lane, M.G. Parameswaran & Issac Jacob “***Strategic Brand Management***” Pearson, 2011, 3rd ed.
- ii) TB2: Donald R. Lehmann & Russell S. Winer, “***Product Management***” TMH, 2005, 4th ed.

3. Reference Books/ Articles:

- i) The PDMA Handbook of New Product Development **Edited .** Kenneth B Kahn , John Wiley and Sons, Inc. 2005, 2nd Edition,
- ii) Aaker David A. “***Building Strong Brands***” Free Press 1997
- iii) Jean-Noël Kapferer “***The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term***”, Kogan Page

Reference Journals

Journal of Marketing, Journal of Brand Management, Journal of Product and Brand Management

4. Course Plan:

LH	Topic Coverage	Learning Objective	Reference
Brand Management			
1-2	Brands and Brand Management	To introduce the ‘big picture’ of strategic brand management	[Ch1 TB1]
3-6	Identifying and Establishing Brand Positioning and Values	To address the critical issue of competitive brand positioning	[Ch 2 & 3 TB1]
7-10	Choosing Brand Elements to Build Brand Equity	To learn important ways to build customer-based brand equity	[Ch4 & 7 TB1]
10-13	Designing and implementing Brand Marketing Programs	To learn crafting of integrated marketing programs to build	[Ch5 & 6 TB1]

		brand equity	
14-15	Brand Equity Measurement	To learn about customer-based brand equity measurement system	[Ch8, 9, &10 TB1]
16-19	Designing and Implementing Branding Strategies	To learn about various Branding Strategies	[Ch 11 &12 TB1]
PROJECT ON BRAND MANAGEMENT [15 Marks]			
20-21	Managing Brands Over time and segments	To learn how to revitalize brands and about brand extensions	[Ch 13 & 14 TB1]
22	Managing Brand Systems	To learn to integrate a system of brands	[Ch 8 R2]
23	Organizing for Brand Building.	To learn how to adapt organization for brand building	[Ch 11 R2]
Product Management			
22	Introduction to Product Management & \Marketing Planning	To introduce the subject of Product Management	[Ch1&2 TB2]
23-24	Defining the Competitive Set, Category Attractiveness Analysis, Competitor Analysis, & Customer Analysis	To learn to carry out various analyses for crafting product management strategy	[Ch3, 4, 5 ,6 TB2]
25-28	Market Potential and Sales Forecasting	To learn about how to estimate current and future demand/ market potential	[Ch 7 TB2]
29-32	Developing Product Strategy,	To learn about crafting a product strategy	[Ch 8 TB2]
PROJECT ON PRODUCT MANAGEMENT [5Marks]			
33-37	New Product, Pricing, Advertising, Promotions &Channel decisions	To understand issues in New Product marketing decisions	[Ch 9,10,11,12,13 TB2]

**[Highest level of intellectual integrity is expected of students while they work on cases/ term papers/projects in terms of giving proper acknowledgement and avoiding plagiarism. Students are also expected to submit their assignments on time failing which these may not be evaluated.]*

5. Evaluation Scheme:

Component	Duration	Weightage (%)	Date	Time	Venue	Remarks
Mid-term Test	90 mts.	20	6/10		8 : 00	– 9 : 30 AM
	CB					
Project/s		20				Group-Work
Cases/Video cases/ Case-lets		20				Group-Work
Term papers/Assignments/Quizzes		10				
Compre. Exam.	3 Hours	30	6/10		8 : 00	– 9 : 30 AM
	CB					

7. Chamber Consultation Hour: To be announced in the class.

8. Notices: All the notices will be displayed on Management Notice Board only.

Instructor -in-charge