

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI (RAJ.)
INSTRUCTION DIVISION
FIRST SEMESTER 2015-2016
Course Handout (Part II)

Date: 03/08/2015

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. : MBAC 486/ BITSC 486
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. Concept of Brand Equity is introduced to provide valuable perspectives and a common denominator to insightfully plan for various strategies and tactics for managing a brand as an asset. Focus is on the exploration of design and implementation of marketing programs and activities to build, measure and manage brand equity.

Cases and journal articles will be referred to throughout the course. A project assignment will lend the course a flavor of “learning by doing”. Students are also encouraged to bring contemporary issues about branding and product management to the class for brainstorming purposes.

2. Text Book and Readings:

- TB1: Keller Kevin Lane, M.G. Parameswaran & Issac Jacob “**Strategic Brand Management**” Pearson, 2011, 3rd ed.
- Aaker David A. “**Building Strong Brands**” Free Press 1997
- TB2: Donald R. Lehmann & Russell S. Winer, “**Product Management**” TMH, 2005, 4th ed.

3. Reference Books/ Articles:

- The PDMA Handbook of New Product Development **Edited** . Kenneth B Kahn , John Wiley and Sons, Inc. 2005, 2nd Edition,
- Jean-Noël Kapferer “**The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term**” , Kogan Page

4. Reference Journals

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

5. 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 | To learn important ways to | [Ch4 & 7 TB1] |

| | | | |
|------------------------------------|--|---|------------------------|
| | Brand Equity | build customer-based brand equity | |
| 10-13 | Designing and implementing Brand Marketing Programs | To learn crafting of integrated marketing programs to build brand equity | [Ch5 &6 TB1] |
| 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 | | | |
| 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] |
| 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.] CB | 25 | 10/10 | | 10:00 | - 11:30 AM |
| Project/s(18,6) | | 24 | | | | |
| Cases (3,3,4) | | 10 | | | | |
| Assignments/Quizzes(2,3,3,3) | | 11 | | | | |
| Compre. Exam. | [3 Hours] | 30 | 12/12 | AN | | 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

MBA C486 / BITS C486