Programme: MMS Semester: III   Period: October 2022 – January 2023
Course Code : MMS-M308
Name of the subject: Product and Brand Management
Maximum marks: 100 (60+40)   No. of Sessions: 13 (Total 40 hrs)
Name of the Faculty: Dr. Pallavi Chandwaskar
Mobile No: 9769073683   Email: pchandwaskar@vpmthane.org

Program Outcomes (PO)	Course Outcomes (CO)
1. Apply knowledge of management theories and practices to solve business problems.	1. Recall the concepts in the area of Product and Brand Management.
2. Foster analytical and critical thinking abilities for data-based decision making.	2. Explain Product management roles, functions, product portfolio analysis tools, brand equilty concept.
3. Ability to develop Value-based Leadership.	3. Apply Branding concepts for Brand Portfolio development and Management.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	4. Analyze Product portfolio, product mix and SBU strategies.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	5. Decision making for PLC stages and branding decisions like line extension and category extensions.
6. Ability to develop entrepreneurial skills keeping in mind socially-sensitive and innovative approaches.	6. Plan New product development ideas through new product development process.

Text Books:
1. **Product Management – Donal R. Lehmen., Russel S. Whiner, Tata Mc Graw Hills**
2. **Strategic Brand Management: Kevin Lane KellerKeller, M G Parmeswaran, Issac Jacob**
3. **Product Management in India – Ramanuj Majumdar – Prentice Hall of India**
4. **Brand Management – David Aaker, Tata Mc Graw Hills**

Reference Books:

1. **The new strategic brand Management: J N Kapferer**
2. **The Product Manager's Handbook – Gorchels Linda**
3. **Product management – S.A. Chunawala**
4. **Brand Management – Indian Perspective by YLR Murthy, Vikas Publishing**

A. Plan:

Sess ion No.	Planned Date	Topic	Ref. Study Material	Course Outcomes
1	04/11/22	**Introduction to Product Management, Role and Functions of Product Managers**	• Ch.1. from Product Management – Donal R. Lehmen, Russel S. Whiner, Tata Mc Graw Hills • https://hbr.org/2017/12/what-it-takes-to-become-a-great-product-manager • https://www.mckinsey.com/industries/high-tech/our-insights/product-managers-for-the-digital-world • Apple product Management, https://www.youtube.com/watch?v=TPNy1EOo12E • Is being a product manager at coke a real thing, https://www.youtube.com/watch?v=TPNy1EOo12E	CO1, CO2
2	11/11/22	**Product Mix and SBU Strategies**	Ch.8 from Product Management : Lehman and Winer • https://hbr.org/1994/11/the-logic-of-product-line-extensions • **Case:** http://www.dechert-hampe.com/images/stories/Maximizing%20Category%20Sales%20by%20Opt%20Prod%20Mix.pdf	
3	18/11/22	**Portfolio analysis: BCG / GE Multifactor Matrix**	• https://hbr.org/1981/01/designing-product-and-business-portfolios • https://www.bcg.com/publications/2014/growth-share-matrix-bcg-classics-revisited.aspx • https://www.youtube.com/watch?v=sNAUWpk_yvs https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/enduring-ideas-the-ge-and-mckinsey-nine-box-matrix	
4	25/11/22	**Product Decisions over the PLC**	• Ch.8 from Product Management: Lehman and Winer https://marketing-insider.eu/marketing-	

			explained/part-iii-designing-a-customer-driven-marketing-strategy-and-mix/product-life-cycle-strategies/ • **Case –** *Maruti Suzuki Product Life Cylce Analysis* Source: https://www.autopunditz.com/post/product-lifecycle-analysis-maruti-suzuki-india	
5	2/12/22	**New Product Development Process**	• Ch.9 from Product Management: Lehman and Winer • Project Assignemnt • Apple Watch new product introduction https://www.youtube.com/watch?v=6EiI5_-7liQ • Tesla Top 5 products https://www.youtube.com/watch?v=gDoBG4V-qU4 • https://hbr.org/1989/05/the-new-product-development-map	
6	9/12/22	**Product Decisions, Financial Decision on the PLC using Polly and Cook Model**	• Case study • Original Paper for the concept https://pdfs.semanticscholar.org/4ca1/651884a6083f70dd9c147f565e19daa0e867.pdf	
7	16/12/22	**Introduction to Brand Management-Branded House Vs House of Brands, Corporate Brand.** + **Internal Assessment test**	• Ch.1. from Strategic Brand Management: Keller, Parmeswaran, Jacob • https://brandequity.economictimes.indiatimes.com/ • Ch.11. from Strategic Brand Management: Keller, Parmeswaran, Jacob • **Case** – *P & G Brand Management System* , Case studies in Brand Management, ICFAI University	
8	23/12/22	**Brand prism by Kapferer Model, Brand Anatomy.**	• http://marketinglessons.in/kapferer-brand-identity-prism-concept-example/ • https://www.kapferer.com/mp_pdf/A&KBrandPersonality_52643.pdf	

9	30/12/22	**Branding Decisions- Line Extensions, Category Extension**	• Ch.12 from Strategic Brand Management: Keller, Parmeswaran, Jacob (T2) • https://brandequity.economictimes.indiatimes.com/ • **Case** – *Growing the Mc Donald's Brand* from book T2 • **Case** – *Expanding the Brand Marriot* from book T2	
10	6/01/23	**Brand Equity – Concept and measure**	• Ch.4, 8, 9 from Strategic Brand Management: Keller, Parmeswaran, Jacob https://brandequity.economictimes.indiatimes.com/	
11	13/01/23	**Brand Equity – Concept and measure**	• Ch.4, 8, 9 from Strategic Brand Management: Keller, Parmeswaran, Jacob https://brandequity.economictimes.indiatimes.com/	
12	20/01/23	Group Presentations	• **New Product Idea development activity and Project Presentations**	
13	27/01/23	Group Presentations	• **New Product Idea development activity and Project Presentations**	

B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (current affairs)	**Product mix strategies Product decisions over PLC Brand Architecture Branding Decisions - Extensions Brand Identity Brand Equity**	**Critical Thinking, Problem solving**	https://brandequity.economictimes.indiatimes.com/ Strategic Brand Management: Keller, Parmeswaran, Jacob
2	Academic Projects	**New Product Development idea with branding decisions**	**Innovative thinking**	**Ideas from product development stories from leading brands to stimulate innovative product ideas**
3	Group Discussion	**Brand Decisions Portfolio Analysis**	**Knowledge sharing, enhanced clarity in expressing views**	**Case study**
4	Role Play	**Role of a Brand Manager**	**Practical insight; decision making**	**Case study – P & G Brand Management**
5	Business Quiz / Business News sharing	**Product Decisions Branding Decisions**	**Current awareness**	https://brandequity.economictimes.indiatimes.com/
6	Videos / Simulation	**New product development Business news sharing from ET Now**		**www.youtube.com** 1. **Apple Watch Series 4** 2. **The Making of Tata Nano.mp4** 3. **Tesla top 5 products** 4. **Apple - Manufacturing Process Mac Pro [Making Of].mp4** 5. **iPhone 7 – Design (1).mp4**

C. <u>Pedagogical Initiative adopted</u>:

Group activity: New Product Idea development, branding it with brand name, anatomy and identity

D. <u>**Industrial sector focused through the course**</u>:

    FMCG, E-Commerce, Electronics

E. <u>**Types of job profile available in the sector**</u>:

    Product manager, Brand Manager

F. <u>**Skill sets for the given job profiles as learning outcomes of the course**</u>:

    Creative problem Solving, Analytical and decision making Skills

G. <u>**Gap identified from University Curriculum:**</u>

S. no.	Gap Identified	Action taken to bridge the gap
1	**Brand Architecture Strategies (T2 Ch.11)**	**Planned to be covered in Session 9**
2	**Revitalizing the Brands (T2 Ch. 13)**	**Planned to be covered in Session 9**
3		

Prepared by:
Faculty

Approved by:
Specialisation Head

Date:

Date:

    Evaluation:

Component	Details	Marks
Attendance and Class Room Participation	Mandatory	10
Mid Term Test	Mandatory (MCQ, Descriptive, etc)	10
Group Presentations	Mandatory	10
Case Studies	Mandatory	10
Final Exam	Mandatory	60

Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

https://www.coursera.org/learn/brand
https://www.shortcoursesportal.com/studies/193565/strategic-brand-management.html

Signature of Faculty   **Signature of Co-ordinator**