

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI (RAJ.)
SECOND SEMESTER 2020-2021
Course Handout

Date: 18/01/2021

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. : MBA G586
Course Name : Product and Brand Management
Instructor-in-charge : Anil Bhat

1.Course Description: The 'big picture' of strategic brand management, ways to build customer-based brand equity and crafting of integrated marketing programs to build brand equity, Designing and Implementing Branding Strategies, Brand Equity Measurement, Managing of Brands over time and Segments, Brand Portfolio Management, Introduction to Product Management, Analyses for crafting Product Management strategy, Development of Product Strategy, Product Management issues in new economy companies.

2.Scope & Objective of the course

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 to 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. Or any future 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 Brand Management, Journal of Product and Brand Management, Journal of Marketing

4. Course Plan:

LH	Topic Coverage	Learning Objective/Outcomes	Reference
Brand Management (Module I)			
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 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 [10 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 (Module2)			
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]
38-40	Product Management in Technology Companies	To understand Product Management issues in new economy companies	Referred resources

****[Highest level of intellectual integrity is expected of students while they work on cases/ term papers/projects in terms of giving proper acknowledgement and any type of plagiarism will be heavily penalized. 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
Midterm Project/s	90 Min.	10	25			CB Group-Work

Cases/Video cases/ Case-lets	15
Term papers/Assignments/Quizzes	15
Compre. Exam. 2 Hours	35

Group-Work/
Individual- Work
CB

7. Chamber Consultation Hour: SATURDAY 5.30 PM.

8. Notices: All the notices will be displayed on LMS Nalanda.

Instructor-in-charge