



**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**PROGRAMME NAME: POST GRADUATE DIPLOMA IN MANAGEMENT**  
**PRODUCT AND BRAND MANAGEMENT (MK-618)**  
**CREDIT: (3 credits)**  
**SESSION DURATION: 60 Minutes**

**TERM: IV**  
**YEAR: 2019-2020**  
**BATCH: PGDM 2018-20**

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**Consulting hours:** After 2:30 pm everyday

**Course Introduction:** The term Product and Brand management are used interchangeably and reflect the growing need to marketers to ensure success in the marketplace. It is a well-known fact that most of the new products which are launched fail to make a dent in the marketplace. On top of that, growing consumer expectation, product proliferation, technology replication, cost and price targets tend to put immense pressure on marketer to recoup the investments made on new and existing products. Management of brands is increasingly taking on a strategic role and is becoming critical factor in the success of organizations. Managing a product or a brand is hugely challenging in nature because of the range of activities involved – research and development, market research, sales and distribution, pricing, advertising and promotions and strategic management.

**Learning Outcomes:**

- To make the students familiar with the concept of product and brand (L01)
- To understand the tools and techniques which are used to manage brands (L02)
- To understand how branding can be used to develop competitive advantage (L03)
- To be able to convey brand ideas & strategy in communications & work as a team (L04)
- To understand the *ethical, environmental, and socio-cultural dimensions* (L05)
- To be able to understand and extrapolate the learnings in Branding in a global context (L06)

**Course Pedagogy:** The Faculty teaching the course believes strongly in providing theoretical foundations. As such teaching methodology will be a combination of classroom lectures along with active student participation, case discussions and debates discussed by the entire class. The topic for the debates and related readings are mentioned in the session plan. Learning will further be reinforced by quizzes, assignment questions on cases, and a final examination.

**Course Readings:** The following books are being referred for the course. However, as this is an elective course, it is expected that the students will make use of other materials which will be prescribed from time to time. Students are advised to read newspapers and business magazines of their choice on a regular basis to augment the classroom learning.

Keller, Kevin Lane. (2013). *Strategic Brand Management* (4th ed.). Essex: Pearson Education  
Aaker, David A. (2010). *Building Strong Brands* (10th ed.). London: Simon & Schuster.  
Lehmann, Donald R, & Winer, Russel S. (2012). *Product Management* (4th ed.). New Delhi: Tata McGraw Hill

**Course Evaluation criteria:** The evaluation process for the course would constitute of the following:

<b>Component</b>	<b>Weightage</b>	<b>Key Objectives Tested</b>
Research Presentation	20%	L02 L03 L04
Class Participation	10%	L02 L06
Mid Trimester	30%	L01 L02 L03
End Trimester	40%	L01 L02 L03

**Research Presentation:** would be on the topics given below. Students are advised to make groups of 6 students each and select a topic given below. *Students should register their groups with the course facilitator within a week of the start of the course.* The grading for the class presentation would be in two parts – 50% based on the quality of presentation and 50% based on the ability to handle questions from the instructor(s) and students. All students in the group must present and the presentation should be made using MS PowerPoint. The list of topics is given below:

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|---|---------------------------------------|
| 1. <i>Social Media and Branding</i>           | 5. <i>ISO 10-668</i>                  |
| 2. <i>Business 2 Business Branding</i>        | 6. <i>Cultural Issues in Branding</i> |
| 3. <i>Branding of Services</i>                | 7. <i>Branding Across Borders</i>     |
| 4. <i>Geographical Indication in Branding</i> | 8. <i>Research for Branding</i>       |

**Class Participation:** will be an ongoing process with the faculty evaluating the students. Being a part of the fixture is likely to earn you zero points so please participate in the class discussions.

**Mid & End Term Examinations:** Will be communicated by the program office

**Plagiarism:** We are committed to upholding the highest standards of academic integrity and honesty. Plagiarism is the use of or presentation of ideas, works that are not one’s own and which are not common knowledge, without granting credit to the originator. You may refer the already available content just for your reference and to get the basic ideas. Only 20% of such content is acceptable, above that comes under the definition of Plagiarism which is unacceptable in IMI and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action.

**Session Plan:** The following session plan would be adhered to by the faculty. The session plan is mapped to the **key learning objectives**. There may be minor deviations from the session plan due to other commitments of the faculty but by and large the plan would be adhered to.

Session No	Topic	Learning Outcomes	Readings
1.	<b>Introduction to Product Management</b> <i>Overview, Marketing Organizations, Role of Sales force, Product Management, Changes affecting Product management</i>	L01	<i>Ch-1 L&amp;W</i>
2.	<b>Marketing Planning &amp; Competitive Set</b> <i>Planning process, Components of marketing planning, Levels of Marketing Competition, Methods for determining competitors, Competitor Selection</i>	L01 L03 L05	<i>Ch-2 &amp; Ch-3 L&amp;W</i>
3.	<b>Category &amp; Competitor Analysis (1/2)</b> <i>Overview, Aggregate Market Factor, Category Factor, Environmental Analysis, Sources of Information, creating a product feature matrix, Assessing Current Competitors, Marketing Strategy</i>	L01 L03	<i>Ch-4 &amp; Ch-5 L&amp;W</i>
4.	<b>Category &amp; Competitor Analysis (2/2)</b> <i>Overview, Aggregate Market Factor, Category Factor, Environmental Analysis, Sources of Information, creating a product feature matrix, Assessing Current Competitors, Marketing Strategy</i>	L01 L03	<i>Ch-4 &amp; Ch-5 L&amp;W</i>
5.	<b>New Product Development</b> <i>Product Modification, Line Extension, Getting Ideas for a new product, Testing new products, Forecasting,</i>	L01 L05 L06	<i>Ch-9 L&amp;W</i>
6.	<b>Developing Product Strategy</b> <i>Elements of a product strategy, Selection of Strategic Alternatives, Positioning and Product Strategy, Product Strategy &amp; PLC</i>	L01 L02	<i>Ch-8 L&amp;W</i>
7.	<ul style="list-style-type: none"> <li><i>Apple Watch: Managing Innovation Resistance</i></li> </ul>	L03 L04 L05 L06	<i>Case Study Discussion</i>
8.	<b>Introduction to Branding</b> <i>What is a Brand? Brand vs. Products, why does a Brand Matter? Can anything be Branded? Importance of Brand, The Branding Challenges and Opportunities,</i>	L01	<i>Ch-1 KLK</i>
9.	<b>The CBBE Model (1/2)</b> <i>What is Brand Equity? Sources of Brand Equity, The CBBE Model of Kevin Lane Keller,</i>	L01 L02	<i>Ch-2 KLK</i>

	<i>the four steps of Brand Building, Customer Relationship Management, Customer Equity, Relating Customer Equity to Brand</i>		
10.	<b>The CBBE Model (2/2)</b> <i>What is Brand Equity? Sources of Brand Equity, The CBBE Model of Kevin Lane Keller, the four steps of Brand Building, Customer Relationship Management, Customer Equity, Relating Customer Equity to Brand</i>	L01 L02	<i>Ch-2 KLK</i>
11.	<b>Brand Positioning (1/2)</b> <i>Identifying and Establishing Brand Position, Positioning Guidelines, Defining and establishing Brand Mantra, Internal Branding, Brand Audits (inventory Exploratory), Brand Positioning and the supporting marketing program</i>	L01 L02 L05	<i>Ch-3 KLK</i>
12.	<b>Brand Positioning (2/2)</b> <i>Identifying and Establishing Brand Position, Positioning Guidelines, Defining and establishing Brand Mantra, Internal Branding, Brand Audits (inventory Exploratory), Brand Positioning and the supporting marketing program</i>	L01 L02 L05	<i>Ch-3 KLK</i>
13.	<b>Brand Elements</b> <i>What are Brand Elements? Criteria for choosing Brand Elements. Options and tactics for Brand Elements</i>	L01 L02	<i>Ch-4 KLK</i>
14.	• <i>Penfolds</i>	L03 L04 L06	<i>Case Study Discussion</i>
15.	<b>Building a Brand: Marketing Programs</b> <i>Product Strategy, Pricing Strategy, Channel Strategy</i>	L01 L03 L04	<i>Ch-5 KLK</i>
16.	<b>Building a Brand: IMC</b> <i>Media Strategy, New Modes of Media, Brand Amplification, Developing overall IMC</i>	L01 L03 L04	<i>Ch-6 KLK</i>
17.	<b>Building a Brand: Other Components</b> <i>New Brand Associations, Country of Origin Effect, Co-Branding, Celebrity Endorsement</i>	L01 L02 L05 L06	<i>Ch-7 KLK</i>
18.	<b>Building a Brand:</b> <i>Geographical Indication and ISO 10-668</i>	L01 L03 L04	<i>Based on Research Work / papers circulated</i>
19.	<b>Brand Equity Measurement Systems</b> <i>The Brand Value Chain, Brand Track, Establishing Brand Tracks, Establishing a Brand Equity Management System</i>	L01 L02	<i>Ch-8 &amp; 9 KLK</i>

20.	<b>Measuring Brand Equity</b> <i>Comparative Methods, Holistic Methods, The Prophet Methodology</i>	L01 L02	<i>Ch-10 KLK</i>
21.	<b>Financial &amp; Research Based Brand Equity</b> <i>Financial Implications of Brand Equity, Measuring Brand Equity using Financial Concepts, Key Research based brand models</i>	L01 L02	<i>Ch-10 KLK</i>
22.	<b>Issues in Branding:</b> Cultural Issues in Branding and Branding across Borders	L03 L04 L06	<i>Based on Research Work / papers circulated</i>
23.	<b>Design &amp; Implement Branding Strategies</b> <i>Brand Architecture, Brand Hierarchy, Designing a Branding Strategy, New Product and Brand Extensions</i>	L02 L05 L06	<i>Ch-11 &amp; 12 KLK</i>
24.	<b>Managing Brands over time</b> <i>Maintaining Brand Equity, Revitalizing Brands, Adjusting Brand Position (Deposition, Reposition), Retiring Brands</i>	L02 L05	<i>Ch-13 KLK</i>
25.	<b>Managing Brand over Boundaries</b> <i>Reasons for Going International, Advantages, Disadvantages, Standardisation vs. Customization, Global Brand Equity</i>	L01 L02 L06	<i>Ch-14 KLK</i>
26.	<b>Issues in Branding:</b> Social Media in Branding and Business to Business Branding	L01 L02 L06	<i>Based on Research Work / papers circulated</i>
27.	<b>Other Established Brand Models</b> <i>Kapferrer's Brand Prism, David A Aaker Brand Model, Leslie De Chernotnoy Perspective on Brand</i>	L02	<i>Based on Research Work / papers circulated</i>
28.	<b>Issues in Branding:</b> Branding of Services and Research Methods in Branding	L01 L02 L06	<i>Based on Research Work / papers circulated</i>
29.	<i>Does Mattel's Iconic Barbie Doll Need a Makeover?</i>	L03 L04 L06	<i>Case Study Discussion</i>
30.	Summary of Product and Brand Management and Discussion on Future Issues like Brand Chemistry, Brand and Colour, Neuro Marketing Modes etc.	L01 L02 L03 L06	<i>Based on Research Work / papers circulated</i>

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