Course Outline
Product & Brand Management
For PGDM- Term-VI
Batch 2013-15
Faculty: Dr. Dindayal Swain
IMI, Bhubaneswar.

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Name of the Professor: Dr. Dindayal Swain

Credit: Full

Session Duration: 90 minutes

Course Outline

Preamble

In today's business environment, both domestic and global, a key function of marketing decision makers is to provide superior value to the customer. Central to creating customer value are the firm's product innovations and its portfolio of products and brands. Powerful brands create meaningful images in the mind of consumers (Keller, 1993), with brand image and reputation enhancing differentiation and thus potentially having a positive influence on buying behavior (Gordon, Calantone and di Benedetto, 1993; McEnally and De Chernatony, 1999). Branding in consumer markets has been shown to increase a company's financial performance and long term competitive position (Mudambi, 2002). Who can dare to ignore the importance of brands and their role in the success and failure of corporate?

Course Objectives

This highly interactive course is a hand on, practical exploration of product, service and enterprise-wide brand building and management. The course is structured along the daily responsibilities and challenges faced by working brand/marketing managers. As such, the course will provide experience with proven strategies for building successful brands in the competitive market place, the decisions and options faced by product and brand managers, and the tools to effectively manage brands. The course will cover such topics as : strategic targeting, constructing compelling brand platforms, brand portfolio management, brand equity building, online branding, global brand building, metrics and measurements and integrated marketing communications. Selected brand modeling will be presented and discussed but the course will emphasize 1) contemporary case analysis, both on team and individual level; 2) discussion of topical marketing issues;3) contemporary brand building best practices.

Teaching Method and Class Preparation

Cases in this course are not used as examples, but rather as a method of learning where you assume the role of the manager / decision maker in the case. The majority of our class time will focus on answering "What will you do as the decision maker in this situation and why your plan is

the best course of action?" My role as the Professor is to guide the class through the decision making process based on the analysis and recommendations presented by you and your classmates. I will present concepts and alternative approaches useful in solving the problem, but the analysis and decision are ultimately your responsibility. As a result, those who attend class without fully digesting the information presented in the case apply relevant concepts and think about the assigned questions. You are encouraged to work with your fellow classmates in preparing the cases for class.

Text Books

- Strategic Brand Management by Keller, Parmeswaran and Jacob. Latest Edition. Pearson Education.
- Product Management by Lehman & Winer, Tata MC Graw Hill

Reference Books

- New Products Management by Crawford and Anthony, TATA McGraw Hill
- Analysis for Marketing Planning by Lehman and Winer, TATA McGraw Hill
- What's in a Name? John Philip Jones
- Marketing & Branding , Ramesh Kumar, Pearson

Journal
- Journal of Marketing
- HBR
- Journal of Consumer Research

The Evaluation Scheme

The weight-ages attached to the different components of evaluation are as follows:

Case discussion & Contribution	-	10%
*Brand Case Write-up & Presentation	-	30%
(Write up - 20% and Presentation 10%)		
Midterm	-	30%
End term	-	30%
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	100%	
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Course Outline & Session Plan

Session	Topic	Readings & Assignments
1	• Introduction to the Course, discussion about the outline, evaluation component & Relevance of the Course • Branding History • Product and Brand Concept Fusion	**R:** If Brands are built over years, why are they managed over quarters? **Case Let:** Johnnie Walker: Keep Walking
2	Product Management- **Part-I** • Classification of New products • New Products Success & Failure • Category Attractiveness • Strategy over Product Life Cycle	R: Lehman & Winer Ch. 1,4 R : Handout on Classification of New Products **Case Let:** Why Amazon's Smart Phone Failed?
3	Product Management- **Part-II** • NPD in Detail • Idea Screening • Concept Testing • Test Marketing • Product Launch & Commercialization • Diffusion & Innovation • Line Extension • Product Portfolio	R: Rogers Model- Innovation & Diffusion. : Lehman & Winer Ch. 9 **Case :** Mahindra Scorpio
4	• New Product Launch • Product Mix Strategy	R: New Products Management Ch.16-19. **Case Let:** Micromax, Microsoft
5	• Changing Paradigms of Branding • Importance of Brands • Brand Identity & Brand Image • Brand Architecture	R: Are You Managing Your Identity? *HBR* Article R: Building Brand: A Road Map, *HBR* Article **Case Let:** Apple
6	• Internal Branding	R: Internal Branding "What is that Exactly". R: Culture: if you build it right, the talent will come(and stay) **Case Let: TATA Group**
7	• Brand Association • Brand Personality • Brand Equity	R: Strategic Brand Management, Keller, Ch.7 **C:** Exploring Brand Associations in the Indian Context: *Cafe Coffee Day*

8	• Building Brand Community, Brand Loyalty, experiential marketing.	R: Brand Report Card, *HBR* Article **C:** Harley Davidson: *Video* Case
9	• Brand Positioning	R: Brand Positioning by Subroto Sengupta. **Case Let:** Mayfair Hotels/ AMRI
10	• Luxury Branding	**R: 8P's of Luxury Brand Marketing** **Case Let:** GUCCI, LOUIS VUITTON
11	• Branding in Digital Age	R: Interacting with consumers in the digital age R: Are your CPG Brands maximizing the RODI
12	• Strategic Brand Management Process • Marketing Planning • CBBE Model	R:Analysis of Marketing Planning , Lehman & Winer, Ch.1 : Strategic Brand Management, Keller, Ch.1 **Case Let:** COCA COLA zero
13	• Role of Advertising in Building Brands	*R: Samsung Ads are more Successful than Samsung Products* **Case Let:** Naukri.com- Effective Advertising Works
14	• Innovative Strategy to Convert a Commodity to Brand	**C:** *Centuryply: Developing a Power Brand in a Commoditized Market*
15	• Brand Valuation • BAV • Brand Audit	R: Measuring Brand Equity Across Products and Markets **Case let: Rolex Brand Audit**
16	• Managing Brand Over Time • Brand Reinforcement • Brand Revitalization	R: Strategic Brand Management, Keller Ch.13 **C: "The Case of Arrow Shirts in the Indian Context"**
17	• Managing Brands	**Guest Talk**
18	• Case Submission Deadline • Global Branding	R: Building Brands in a Cross-Platform World. **Case Let: HUL**

19	Social Engagement of Brands	**R:** Report on Social Media Swiss Luxury Watches
20	Case Presentation	Presentation and Concluding remarks.

Note:

- Midterm will be conducted after 10th Session of the course.
- Case Lets and Cases require preparations at a very high level. There will be no excuses which will be entertained from the students in any form whatsoever.
- Format for the Case Writing will be circulated by the faculty member in the beginning of the course.
- The Case write up should be submitted in both soft and hard copy (Spiral binding) to the faculty on 18th Session positively. The soft copy should be mailed to my id ddswain@imibh.edu.in
- Extra readings will be given looking at the requirement of the course.
- There will be guest talks by industry practitioners as per the need of the course.
- **Each week the faculty will take a review** presentation about students Case Writing and project. The group members of respective teams have to book their slots with the faculty in advance. The discussion time will be 20 mts per team.
- Failure of compliance to any of the deadlines will attract F grade.

All the Best