

Course Outline

Subject Name	:	Product & Brand Management
Instructor	:	Dr. Rituparna Basu
Academic Year	:	2015 - 16
Commencement	:	Jan, 2016
Sessions	:	20 sessions of 1.5 hours duration each
Credit Points	:	3 credit course
Programme	:	PGFM 2014-16
Term	:	VI

1. Course Description and Objectives

Product lies at the heart of many organizations. In the modern business landscape the new competitive arena for the product is its brand value. Managing products, product lines and brands at the face of market challenges needs skillful focus. Product managers, sometimes known as brand managers, are responsible for managing the marketing activities for their product or brand to achieve annual sales, share and meet profitability targets that is crucial for an organization's survival. The product or brand manager often participates in decisions that affect changes in product positioning and design, introduction of brand and line extensions, price changes, scheduling of trade and consumer promotions, setting and allocation of advertising budget, copy selection, implementing changes in distribution and directing research activities that affect the health of a product or the brand.

This course focuses on developing critical product and brand management skills with an inter-functional alliance outlook to justify the cross-functional role of a product/brand manager. The key concepts drawn from areas like marketing strategy, buyer behavior, marketing research, accounting, etc. are set out to help future managers as follows:

- Develop knowledge and skills in product management with a strategic perspective
- Expose the learner to various decision-making situations in product management
- Understand the idea and process of creating long-term profitable product-brand relationships with focus on building, managing and measuring brand equity across market segments
- Apply concepts learnt through exercises and assignments
- Be aware of current topics and controversies and in the process obtain better perspectives

2. Pedagogy

Classroom sessions will involve a variety of learning techniques. The focus of the course will be on experiential learning both at the individual and team levels. The sessions would include a mix of class lectures, case discussions and interaction to involve students in subject-driven action learning for inducing a more application oriented approach. A maximum of two industry guest lectures may be included subject to availability. Informal discussions around assignments and thought questions will be included as time permits.

3. Readings

Text:

- Chitale, A. K., & Gupta, R. (2013). *Product Policy and Brand Management*. PHI Learning Pvt. Ltd.

Reference:

- Keller, K. L., Parameswaran, M. G., and Jacob, I. (2011). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson Education India.
- Ulrich, K. T., Eppinger, S. D., & Goyal, A. (2009). *Product Design and Development* (4ed.), Tata McGraw-Hill Education Pvt. Ltd.

Cases and Additional Readings: To be provided separately, as & when required.

4. Evaluation

Individual Class Participation	:	10%
Mid-term Exam	:	20%
Final Exam	:	30%
Quiz	:	20%
Case Study & Class Assignment	:	20%

5. Attendance Policy

An attendance level of 100% is required for this course.

6. Contact Details of Instructor

Dr. Rituparna Basu, Assistant Professor (Marketing), IMI Kolkata; Phone No: +91 33 665 29659; Email: r.basu@imi-k.edu.in

7. Detailed Session Plan

The following is the currently planned class schedule. The instructor may modify this schedule as needed. Students are responsible for staying in touch with daily course progress and for securing additional materials/assignments handed out in class or sent by e-mail. The students are expected to keep themselves updated about recent trends and practices in the area.

Session	Topic	Remarks
Pre Mid-Term		
1/2	Product Management Fundamentals: Defining and Classifying Products The Product Management Process Product Manager and Product Management Organization <i>Text Book Ch 1 & 2</i>	
3	Understanding Product Life Cycle <i>Text Book Ch 3</i>	
4/5	Product Planning and Development: The Customer Need Imperative <i>Text Book Ch 4 & 5</i>	Case Discussion: Launching the New MINI
6/7/8	New product development models, methods and forecasting <i>Text Book Ch 6, 7 & 8</i>	<i>In-Class Activity</i>
9/10/11	Understanding Brands, Brand Management and Branding Decisions <i>Text Book Ch 9</i>	Case Discussion: Rosewood Hotels and Resorts
Post Mid-Term		
12	Brand Equity and Brand Identity <i>Text Book Ch 10 & 11</i>	
13/14/15	Planning and Implementing Brand Marketing Programs <i>Ref Book (Keller) Ch 4, 5, 6 & 7</i>	Case Discussion: Dove- Evolution of a Brand
16/17	Measuring, Interpreting and Sustaining Brand Performance <i>Ref Book (Keller) Ch 8, 9, 10</i>	<i>In-Class Activity</i>
18/19	Contemporary issues in Strategic Product and Brand Management <i>Additional Reading Material</i>	Final (Student Group) Case Presentation: Levendary Café- The China Challenge
20	Course Review	

Happy Learning!!!