Product and Brand Management (MK618)
Post Graduate Diploma in Management (PGDM)
PGDM 2015-17; Term IV
Full Credit (3 credits) course
Session Duration: 90 Minutes per session

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Consulting hours	:	Will be announced later

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.

Course Objectives:

The specific objectives of the course are:

Learning Outcome	Description
L01 Subject Knowledge	• To make the students familiar with the concept of product and brand
L02 Concept Application	• To provide an understanding of the tools and techniques which are used to manage brands.
L03 Strategic Application	• To understand how branding can be used to develop competitive advantage in the market-place
L04 Teamwork & Communication	• To be able to convey brand ideas & strategy in verbal and written communications & work as a team to attain goals
L05 Responsible Business	• To be able to understand the *ethical, environmental, sustainability and socio-cultural dimensions* in case of branding
L06 International Perspective	• To be able to understand and extrapolate the learnings in Branding in a global context.

Course Pedagogy:

The teaching methodology will be a combination of classroom lectures which should encourage active student participation, case discussions (by the entire class), 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.

Text Book:
1. Keller, Kevin Lane. (2013). *Strategic Brand Management* (4th ed.). Essex: Pearson Education Limited
2. Lehmann, Donald R, & Winer, Russel S. (2012). *Product Management* (4th ed.). New Delhi: Tata McGraw Hill

Reference Books:
1. Aaker, David A. (2010). *Building Strong Brands* (10th ed.). London: Simon & Schuster.
2. De-Chernotnoy, Leslie, & McDonald, Malcom. (2010). *Creating Powerful Brands* (3rd ed.). New Delhi: Butterworth-Heinemann.
3. Kapferrer, Jean-Noel. (2008). *The New Strategic Brand Management* (4th ed.). Cornwall: Kogan Page.

The above books would constitute essential reading for the course. However, the classroom lecture would be augmented by examples and discussions. It is advisable that you have a copy of the text books for ready reference

Course Evaluation Criteria:

The evaluation process for the course would constitute of the following:

Component	Weightage	Duration	Key Objectives Tested
Quiz	10%	10 minutes	L02 L03 L04
Class Presentation	20%	As per schedule	L02 L06
Mid Trimester	30%	2 Hours	L01 L02 L03
End Trimester	40%	3 Hours	L01 L02 L03

The **quiz** would be online consisting of 20 questions drawn randomly from a question pool of about 100 questions based on the chapters covered till the date of the examination.

For the **class presentation**, the students are advised to make groups of 5 students each i.e. a total of 12 groups in the class. Each group would be assigned a topic by the faculty. Some of the topics will be on brands, some on theoretical aspects and the remaining on recent developments. They 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:

1. B2B Branding
2. The McDonald Way
3. Geographical Indicators and Branding
4. Handling Name Changes & Transfers
5. Impact of Social Media on Branding
6. ISO 10-668:2010
7. Managing Multi-brand Portfolios
8. Marketing of Akash Tablet
9. Service Branding
10. The Saturn Story
11. What happened to Kodak?
12. What is in a Brand Name?

Session Plan:

The following session plan would be adhered to by the faculty:

Session	Topic to be covered	Learning Outcomes	Additional Resources
1.	**Introduction to Product Management** *Overview, Marketing Organizations, Role of Sales force, Product Management, Changes affecting product management, Changes in Marketing Organizations*	L01	E: Chapter 1 of Lehman & Wiener
2.	**Defining Marketing Planning & Competitive Set** *The planning process, components of marketing planning, Levels of Marketing Competition, Methods for determining competitors, Competitor Selection, Enterprise Competition*	L01 L03 L05	E: Chapter 2 & 3 of Lehman & Wiener
3.	**Category Attractiveness Analysis** *Overview, Aggregate Market Factor, Category Factor, Environmental Analysis*	L01 L03	E: Chapter 4 of Lehman & Wiener
4.	**Competitor Analysis** *Sources of Information, Creating a product feature matrix, Assessing Current Competitors, Marketing Strategy, Differential Advantage Analysis, ,*	L01 L03	E: Chapter 5 of Lehman & Wiener
5.	**Customer Analysis** *Knowing your customer, Segmentation, Economic Value to Customer, Latent Class Methods*	L01 L03	E: Chapter 6 of Lehman & Wiener
6.	**New Product Development** *Product Modification, Line Extension, Getting Ideas for a new product, Testing new products, Forecasting, Brand Extension& New Product*	L01 L05 L06	E: Chapter 9 of Lehman & Wiener A: Chapter 12 of Kevin Lane Keller
7.	**Developing Product Strategy** *Elements of a product strategy, Selection of Strategic Alternatives, Positioning and Product Strategy, Product Strategy over PLC*	L01 L02	E: Chapter 8 of Lehman & Wiener
8.	**Class Presentation & Discussion:** (a) The McDonald Way (b) Marketing the Akash Tablet	*L01 L02 L03 L04 L05 L06*	*Class Presentation followed by Discussion*
9.	**Introduction to Branding** *Brand elements, Brand vs. Products, Importance of Brands, What can be branded? The Challenges to Branding Socio economic changes*	L01	E: Chapter 1 of Kevin Lane Keller A: Chapter 1 of LDC&MM
10.	**The CBBE Model** *What is Brand Equity? Sources of Brand Equity, The CBBE Model of Kevin Lane Keller, The CBBE Model of David Aaker, Comparison between the two models*	L01 L02	E: Chapter 2 of Kevin Lane Keller A: Chapter 1 of David A Aakar

11.	**Class Presentation & Discussion:** (a) What happened to Kodak (b) The Saturn Story	*L01 L02 L03 L04 L05 L06*	*Class Presentation followed by Discussion*
12.	**Building a Brand: Marketing Programs** *Product Strategy, Pricing Strategy, Channel Strategy*	L01 L03 L05	E: Chapter 5 of Kevin Lane Keller
13.	**Building a Brand: IMC** *Media Strategy, New Modes of Media, Brand Amplification, Developing the overall IMC*	L01 L03 L05	E: Chapter 6 of Kevin Lane Keller
14.	**Building a Brand: Leveraging Other Components** New Brand Associations, Country of Origin Effect, Co-Branding, Celebrity Endorsement,	*L01 L02 L05 L06*	E: Chapter 7 of Kevin Lane Keller
15.	**Class Discussion:** (a) GI and Branding (b) Impact of Social Media on Branding	*L01 L02 L03 L04 L05 L06*	*Group Presentation followed by Discussion*
16.	**Developing Brand Equity Measurement Systems** *Brand Audit, Brand Inventory, Brand Track, Establishing Brand Tracks, Establishing a Brand Equity Management System*	L01 L02	E: Chapter 8 of Kevin Lane Keller A: David A Aakar Chapter 10
17.	**How to capture Consumer Mindsets for Brand Equity** *Qualitative Processes (Free Association, Projective Techniques, Zaltman Metaphor Technique, Ethnographic Methods) Quantitative Techniques (Brand Image, Brand Awareness, Brand Response, Brand Relationships), Brand Dynamics and CBBE*	L01 L02	E: Chapter 9 of Kevin Lane Keller A: Leslie De Chernotnoy Chapter 3 & 4
18.	**Measuring Brand Equity** *Comparative Methods, Holistic Methods, The Prophet Methodology, Financial Implications of Brand Equity*	L01 L02	E: Chapter 10 of Kevin Lane Keller
19.	**Class Discussion:** (a) What is in a Brand Name? (b) ISO 10-668:2010	*L01 L02 L03 L04 L05 L06*	Class Presentation followed by discussion
20.	**Managing Brands** *Maintaining Brand Equity, Revitalizing Brands, Adjusting Brand Position (Deposition, Reposition), Retiring Brands*	L01 L03 L05	E: Chapter 13 of Kevin Lane Keller
21.	**Class Discussion** (a) B2B Branding (b) Service Branding	*L01 L02 L03 L04 L05 L06*	Class Presentation followed by Discussion
22.	**Class Discussion** (a) Managing Multi-brand Portfolios (b) Handling Name Changes & Transfers	*L01 L02 L03 L04 L05 L06*	Class Presentation followed by Discussion