Post Graduate Diploma in management (PGDM)
MK-618 Product and Brand Management
Full Credit (3 credits)
Session Duration: 60 Minutes per session
Term IV, 2017-19

Name of the Faculty	**:**	**Dr. Rohit Vishal Kumar**
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Consulting hours	:	After 2:30 pm any day (subject to availability)

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:

The Course Learning Outcomes are integrated with the Programme learning outcomes which are defined below. At the end of the course you should be able to successfully complete the course objectives and be able to apply the same in your corporate work environment.

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 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.

1. Aaker, David A. (2010). *Building Strong Brands* (10th ed.). London: Simon & Schuster.
2. Keller, Kevin Lane. (2013). *Strategic Brand Management* (4th ed.). Essex: Pearson Education Limited
3. 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:

Component	Weightage	Duration	Key Objectives Tested
Class Presentation	20%	20 mins / group	L02 L03 L04
Class Participation	10%	Ongoing	L02 L06
Mid Trimester	30%	2 Hours	L01 L02 L03
End Trimester	40%	2½ Hours	L01 L02 L03

Class 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:

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

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

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.

	Topic to be covered	Key Learning Objectives	Readings
1.	**Introduction to Product Management** *Overview, Marketing Organizations, Role of Sales force, Product Management, Changes affecting Product management*	L01	*Ch-1 L&W*
2.	**Marketing Planning & Competitive Set** *Planning process, Components of marketing planning, Levels of Marketing Competition, Methods for determining competitors, Competitor Selection*	L01 L03 L05	*Ch-2 & Ch-3 L&W*
3.	**Category & Competitor Analysis (1/2)** *Overview, Aggregate Market Factor, Category Factor, Environmental Analysis, Sources of Information, Creating a product feature matrix, Assessing Current Competitors, Marketing Strategy*	L01 L03	*Ch-4 & Ch-5 L&W*
4.	**Category & Competitor Analysis (2/2)** *Overview, Aggregate Market Factor, Category Factor, Environmental Analysis, Sources of Information, Creating a product feature matrix, Assessing Current Competitors, Marketing Strategy*	L01 L03	*Ch-4 & Ch-5 L&W*
5.	**New Product Development** *Product Modification, Line Extension, Getting Ideas for a new product, Testing new products, Forecasting,*	L01 L05 L06	*Ch-9 L&W*
6.	**Developing Product Strategy** *Elements of a product strategy, Selection of Strategic Alternatives, Positioning and Product Strategy, Product Strategy over PLC*	L01 L02	*Ch-8 L&W*
7.	• *Clean Edge Razor: Splitting Hairs in Product Positioning*	L01 L02 L03 L04 L05 L06	*Case Study*
8.	**Introduction to Branding** *What is a Brand? Brand vs. Products, Why does a Brand Matter? Can anything be Branded? Importance of Brand, The Branding Challenges and Opportunities,*	L01	*Ch-1 KLK*
9.	**The CBBE Model (1/2)** *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*	L01 L02	*Ch-2 KLK*
10.	**The CBBE Model (2/2)**	L01 L02	*Ch-2 KLK*

	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		
11.	**Brand Positioning (1/2)** *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*	L01 L02 L05	*Ch-3 KLK*
12.	**Brand Positioning (2/2)** *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*	L01 L02 L05	*Ch-3 KLK*
13.	**Brand Elements** *What are Brand Elements? Criteria for choosing Brand Elements? Options and tactics for Brand Elements*	L01 L02	*Ch-4 KLK*
14.	• *Birth of the Swatch*	L01 L02 L03 L04 L05 L06	*Case Study*
15.	**Building a Brand: Marketing Programs** *Product Strategy, Pricing Strategy, Channel Strategy,*	L01 L03 L05	*Ch-5 KLK*
16.	**Building a Brand: IMC** *Media Strategy, New Modes of Media, Brand Amplification, Developing overall IMC*	L01 L03 L05	*Ch-6 KLK*
17.	**Building a Brand: Other Components** *New Brand Associations, Country of Origin Effect, Co-Branding, Celebrity Endorsement,*	L01 L02 L05 L06	*Ch-7 KLK*
18.	**Presentations on:** • *Cultural Issues in Branding* • *GI in Branding*	L03 L04 L05 L06	
19.	**Brand Equity Measurement Systems** *The Brand Value Chain, Brand Track, Establishing Brand Tracks, Establishing a Brand Equity Management System*	L01 L02	*Ch-8 & 9 KLK*
20.	**Measuring Brand Equity** *Comparative Methods, Holistic Methods, The Prophet Methodology,*	L01 L02	*Ch-10 KLK*
21.	**Financial & Research Based Brand Equity** *Financial Implications of Brand Equity, Measuring Brand Equity using Financial Concepts, Key Research based brand models*	L01 L02	*Ch-10 KLK*
22.	**Presentations on:**	L03 L04 L05 L06	

	• *Research for Branding* • *ISO 10-668*		
23.	**Design & Implement Branding Strategies** *Brand Architecture, Brand Hierarchy, Designing a Branding Strategy, New Product and Brand Extensions*	L02 L05 L06	*Ch-11 & 12 KLK*
24.	**Managing Brands over time** *Maintaining Brand Equity, Revitalizing Brands, Adjusting Brand Position (Deposition, Reposition), Retiring Brands*	L02 L05	*Ch-13 KLK*
25.	**Managing Brand over Boundaries** *Reasons for Going International, Advantages, Disadvantages, Standardisation vs. Customization, Global Brand Equity*	L01 L02 L06	*Ch-14 KLK*
26.	**Presentation on** • *Branding Across Borders* • *Presentation on B2B Branding*	L03 L04 L05 L06	
27.	**Other Established Brand Models** *Kapferrer's Brand Prism, David A Aaker Brand Model, Leslie De Chernotnoy Perspective on Brand*	L02	
28.	**Presentation on** • Branding of Services • Branding of Social Media	L03 L04 L05 L06	
29.	**Bringing it all together** *Lenovo: Building a Global Brand*	L01 L02 L03 L04 L05 L06	*Case Study*
30.	**Q&A and Doubt Clearing Session**	L01 L02 L03 L06	