GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 4ᵗʰ Semester
Functional Area Specialization: Marketing Management
Subject Name: Product and Brand Management (PBM)
Subject Code: 4549211

1. Learning Outcome:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	• *Develop* perspective on various aspects of managing products successfully and developing strong brands. • *Determine* variables that drive the success of brands and product lines and the interrelationships among these variables.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	• *Utilize* practical tools to interpret, relate and evaluate product and brand strategies in an array of customer and competitive contexts.
Global Exposure and Cross-Cultural Understanding (GECCU)	• *Evaluate* strategies for brand management at the global level and *adapt* them to suit the requirement of managing the brand in different cultural contexts.
Social Responsiveness and Ethics (SRE)	• *Critically* examine the importance of the ethical dimension in new product innovations and brand building.
Effective Communication (EC)	• *Discuss* the process and methods of brand management, including how to establish brand identity and build brand equity.
Leadership and Teamwork (LT)	• *Compose*, *assess*, and incorporate individual input to produce effective team project output for the purpose of branding and product management.

2. Course Duration: The course duration is of **40 sessions of 60 minutes each**.

3. Course Contents:

Module No.	Contents	No. of Sessions	70 Marks (External Evaluation)
I	**Introduction** • Introduction to Product Management • Role of a Product Manager **Competition & Product Strategy:** • Life Cycle Analysis • Managing Competition – Product Strategy is central (5 Forces Model & Strategy Options) **Extended Product life cycle:** • Concept, Seven Stages of PLC • Managerial Implications of PLC • Criticism of PLC • Operationalzing the PLC **Product Portfolio:** • Concept, Factors influencing Product Portfolio • Shell's Directional Policy Matrix **New Product Development:** • Brief overview of NPD Process • Usefulness of the Process Models	10	17

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	• Factors affecting the success and failure of new product development		
II	**New product Strategy:** • The need for Product Innovation Strategy • The components of new Product Strategy **Commercialization:** • Test Marketing • Time to Market • Breaking into the Market **Managing Growth** • Resistance to Change • Leveraging new Product Growth • Sustaining Differentiation **Managing the mature Product:** • Offensive Strategies • Extending the product life cycle • Customer Relationship Management **Managing Product Elimination:** • Importance of Product Deletion & the reasons for neglect • Product Deletion Process (Briefly) • Triggers in Product Deletion	10	18
III	**Branding & Brand Management:** • What Is a Brand? Why Do Brands Matter? Can Anything Be Branded? Branding Challenges and Opportunities, The Brand Equity Concept, Strategic Brand Management Process **Customer-Based Brand Equity and Brand Positioning:** • Customer-Based Brand Equity (Sources of Brand Equity & Building Strong Brand), Identifying and Establishing Brand Positioning, Positioning Guidelines, Defining a Brand Mantra **Choosing Brand Elements to Build Brand Equity:** • Criteria for Choosing Brand Elements • Options and Tactics for Brand Elements **Leveraging Secondary Brand Associations to Build Brand Equity:** • Conceptualizing the Leveraging Process • Sources of secondary Brand Associations	10	18
IV	**Measuring and Interpreting Brand Performance** **Developing a Brand Equity Measurement and Management System:** • The Brand Value Chain • Designing Brand Tracking Studies • Establishing a Brand Equity Management System **Measuring Sources of Brand Equity: Capturing Customer Mind-Set: Overview**	9	17

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	• Qualitative Research Techniques • Quantitative Research Techniques • Comprehensive Models of Consumer-Based Brand Equity **Designing and Implementing Branding Strategies:** • Brand Architecture & Brand Hierarchy • Designing Branding Strategies • Using Cause Marketing to Build Brand Equity • Brand Extension (Advantages & Disadvantages, how consumers evaluate brand extensions) **Managing Brands over Time:** • Reinforcing Brands • Revitalizing Brands **Managing Brands over Geographic Boundaries:** • Global Brand Strategies		
V	**Practical:** • Pick a brand, attempt to identify its sources of brand equity. Assess its level of brand awareness and the strength, favorability, and uniqueness of its association. • Pick a category basically dominated by two brands, Evaluate the positioning of each brands, its target market, what are the main points of parity and points of difference? Have they defined their positioning correctly? How might it be improved? • Pick a brand, identify all its elements and assess their ability to contribute to brand equity according to the choice criteria. • Pick a brand; evaluate how it leverages secondary brand associations. Can you think of any way that the brand could more effectively leverage secondary brand association? • Pick a brand; try to conduct informal brand value chain analysis. Can you trace how the brand value is created and transferred? • Pick a brand, Employ projective techniques/Free association to attempt to identify source of its brand equity. • Pick a brand, try to characterize its brand portfolio and brand hierarchy. How would you improve the company's branding strategies? • Pick a brand; examine the history of the brand over the last decade. How would you characterize the brand's efforts to reinforce and revitalize brand equity? • Pick a brand marketed in more the one country, Assess the extent to which the brand is marketed on a standardized versus customized basis. • Students can explore branding for the senses and neuromarketing.	---	(30 marks CEC)

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4. Pedagogy:

- ICT enabled Classroom teaching Lectures
- Case Discussions and Role Playing.
- Audio-visual Material (Using CDs/Clippings/ online videos).
- Assignments and Presentations.
- Experts from healthcare sector can be invited frequently to share practical knowledge

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	**Mid-Semester examination**	**(Internal Assessment-30 Marks)**
C	**End –Semester Examination**	**(External Assessment-70 Marks)**

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Michael Baker & Susan Hart	Product Strategy and Management	Pearson	Latest Edition
2	Kevin Lane Keller, M.G. Rameswaram, Isaac Jacob	Strategic Brand Management	Pearson	2015 / 4th
3	Kirti Dutta	Brand Management- Principles and Practices	Oxford University Press	Latest Edition
4	Tapan Panda	Product and Brand Management	Oxford University Press	2016 / 1st
5	S. Ramesh Kumar	Managing Indian Brand, Marketing Concepts & Strategies	Vikas	Latest Edition
6	Donald R. Lehman and Russell S. Winer	Product Management	Tata McGraw Hill	Latest Edition
7	Ramanuj Majumdar	Product Management in India	PHI EEE	Latest Edition
8	Y.L.R. Moorthi	Brand Management, The Indian Context	Vikas	Latest Edition
9	Al Ries	The 22 Immutable Laws of Branding: How to Build a Product or Service into a World Class Brand	Harper	2002

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| 10 | David A. Aaker | Managing Brand Equity | Free Press | 1991 |
| 11 | Harsh V Verma | Brand Management | Excel | 2013 / 3rd |

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources etc.

1. International Journal of Product Management
2. Journal of Product and Brand Management
3. Indian Journal of Marketing
4. Journal of Brand Management
5. Brand Reporter
6. Product Management Today
7. The IUP Journal of Brand Management
8. https://www.thedrum.com/location/india
9. www.afaws.com