

Course Code	MB18MM08	Course Name	Product and Brand Management	Course Category	Elective Course	L	T	P	C
						2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses		Progressive Courses	
Course Offering Department	MBA		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
---	--	-----------------	--

CLR-1 :	CLR-2 :	CLR-3 :	CLR-4 :	CLR-5 :	1	2	3	1	2	3	4	5	6									
The students have to learn all basic concepts in Product management to introduce innovative new products in the market.	Every student has to understand the Customer Based Brand Equity model in order to build a superior brand.	Students have to realize the importance of the brand management processes to take effective branding decisions.	After the acquisition of product and brand knowledge, students can effectively test the product with various possibilities.	Students can successfully launch a product and do branding on applying the concepts learnt.	<i>Level of Thinking (Bloom)</i>	<i>Expected Proficiency (%)</i>	<i>Expected Attainment (%)</i>	PO1 - Business Environment and Domain Knowledge	PO2 - Critical Thinking Business Analysis, Problem solving and Innovation	PO3 - Global Exposure and cross cultural understanding	PO4 – Social Responsiveness and Ethics	PO5 – Effective Communication	PO6 – Leadership and Team Work									
On completion of this course the students should be in a position to exhibit the following learning skills:																						
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>																					
CLO-1	Understand the basic concepts in product management and the steps involved in New product development process													1	60	50	M	H	H	M	L	M
CLO-2	Gain knowledge on branding and its applications													1	50	70	H	H	M	M	H	L
CLO-3	Appreciate brand management process and applying branding decisions effectively				2	80	75	H	H	M	L	M	H									
CLO-4	Learn how to use and test products in the market				2	80	70	M	H	M	H	M	L									
CLO-5	Identify the best way to launch a product and to build brand equity				3	90	80	H	H	H	L	H	M									

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction to marketing concepts	Customer based brand equity	Strategic brand management process	Product Use testing in new product development	Launching the product
	SLO-2	Introduction to Product Management	Making a Brand strong: Brand Knowledge	Brand Architecture	Packaging, Benefits	The Launch cycle
S-2	SLO-1	Relationship between competition and product management	Sources of Brand equity, Brand Awareness, Brand Image, Building a strong brand	Brand Hierarchy	Packaging at the point of purchase, Package Design	Changes in the stages
	SLO-2	Marketing and competitive success	The four steps of Brand building	Brand differentiation	Packaging Changes, Objectives of test market	Launch Mix
S-3	SLO-1	Strategic options, New product – Market strategies	Brand building blocks , Brand salience	Brand positioning decisions	Test market limitations	The Launch Techniques, Launch Timing
	SLO-2	Product Classification	Brand performance, Imagery and Judgments	Concept testing of new product development	Design consideration in Test Market	Coordination of marketing and production
S-4	SLO-1	Product management Process	Brand Feelings – Brand Resonance	Branding Decisions	Alternative to test market, Other testing methods	Management of Launch, tracking and control
	SLO-2	Factors affecting product decisions and management function	Criteria for choosing brand elements, Options and Tactics for Brand elements	Brand sponsor decision	In home use tests	Tracking the Launch, Control system and tracking
S-5	SLO-1	Characteristics and challenges of Product development	Brand identity – Brand Identity perspectives	Brand Name decision	Laboratory simulation tests	Recall – Unaided recall – Aided recall
	SLO-2	New product development process	Brand as Product – Brand as Organization	Brand strategy decision	Minitest market, Regional Rollout	Future Brand Priorities
S-6	SLO-1	Commercialization or launch	Brand as a Person – Brand Personality	Co-branding	Adaptive Experiments	Building brand equity, Measuring brand equity
	SLO-2	Models in various phases of New product development	Brand identity prism	Brand Repositioning decisions	Selection of a testing procedure	Managing Brand equity – Achieving Marketing Balance

Learning Resources	1. A.K.Chitale, Ravi Gupta, “Product Policy and Brand Management, Text and Cases”, Second edition, PHI Learning Private Limited, 2013	https://brandequity.economictimes.indiatimes.com/tag/brand+management
	2. Kevin Lane Keller, M.G.Pameswaran, Isaac Jacob, “Strategic Brand Management”, Third edition, 2011, Pearson	https://www.brandingstrategyinsider.com/brand-management/
	3. Marc. A. Annacchino, P.E. “New Product Development, From Initial idea to product management”, 2003, Elsevier	
	4. U.C.Mathur, Product and Brand Management, First Edition, 2007, Excel Books	www.ibef.org

Learning Assessment											
	Bloom’s Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	15	15	20	20	15	15	15	15	15	15
Level 2	Apply Analyze	20	20	15	15	15	15	20	20	20	20
Level 3	Evaluate Create	15	15	15	15	20	20	15	15	15	15
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conference Paper, etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Ms.Kohinoor.SA, Director – Product, Codemantra, Chennai	Dr. Thamarai Selvan.N, Professor, NIT, Trichy	Dr. E. Pradeep, Assistant Professor, SRM
Mr.Pravin Manohar,Chief Manager, SBI, Vellore	Dr. P. Chandiran, Associate Professor, LIBA, Chennai	Ms. Priya Krishnan, Assistant Professor, SRM