

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – IV) (W.E.F. January 2014)

Specialization: Marketing (MM)

Subject Name: Product and Brand Management (PBM)

Subject Code: 2840101

1. Objectives: The objectives of the course are:

- To develop an understanding of the basic branding principles and their exposure to classic and contemporary branding applications.
- To make the students aware about the role of brands, the concept of brand equity, and the advantages of creating strong brands.
- To increase the understanding of the important issues in planning, implementing, and evaluating brand strategies.
- To acquaint the students with the appropriate concepts, theories, models and other tools to make better brand decisions.
- To understand the latest developments and cultivate an understanding of the adjustments to be made in branding strategies over time and geographic boundaries to maximize brand equity.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours

3. Course contents:

Module No:	Module Content	No of Sessions	Marks (70 External exam)
I	The Theoretical Foundation: Competition & Product Strategy, product in theory & in practice, Product life cycle, product portfolio	7	17
II	Product Management & New Product Development: New product development process New product strategy, commercialization, managing Growth, Managing the mature Product	7	17

III	Branding & Brand Management The concepts of Brand Equity, Creating brands in a competitive market. Brand Positioning and Brand Associations. Using Brand Elements to create brand equity. Leveraging Secondary Brand Associations.	7	18
IV	Growing and Sustaining Brand Equity: Designing and Implementing Branding Strategies, Launching Brand Extensions Products, Managing brands overtime and Geographic boundaries. Developing a Brand Equity Management System. Measuring Sources of Brand Equity and Brand Equity measurement approaches.	7	18
V	Practical Module: Secondary and Primary data study on brand audit, knowing association of consumers with various brand, etc. Developing a new product considering all stages of new product development Comparative analysis of brand extensions done by various competing brands.	8	(20 Marks of CEC Internal Evaluation)

4. Teaching Methods:

The course will use the following pedagogical tools:

- Case discussion covering a cross section of decision situations.
- Discussions on issues and techniques of Marketing.
- Projects/ Assignments/ Quizzes/ Class participation etc.

5. Evaluation:

A	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	Weightage 50 marks (Internal Assessment)
B	Mid-Semester Examination	Weightage 30 marks (Internal Assessment)
C	End –Semester Examination	Weightage 70 marks (External Assessment)

6. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	Kevin Lane Keller, M.G. Rameswaram, Isaac Jacob	Strategic Brand Management	Pearson Education	Third Edition
T2	Kirti Dutta	Brand Management- Principles and Practices	Oxford University Press	First
T3	Michael Baker & Susan Hart	Product Strategy and Management	Pearson Education	Second Edition

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	S. Ramesh Kumar	Managing Indian Brand, Marketing Concepts & Strategies	Vikas	Latest Edition
R2	Lehman and Winer	Product Management	Tata McGraw Hill	Fourth edition
R3	Ramanuj Majumdar	Product Management in India	PHI EEE	Latest Edition
R4	YLR Moorthi	Brand Management, The Indian Context	Vikas	Latest Edition

8. List of Journals/ Periodicals/ Magazines/ Newspapers:

The economic times (brand equity), Brand Reporter, Indian management, Harvard business review, Indian journal of marketing.

9. Session Plan:

Session no.	Topic
1-2	Competition & Product Strategy, product in theory & in practice, Product life cycle, product portfolio
3-4	product in theory & in practice
5-6	Product life cycle
7	product portfolio
8-10	New product development process New product strategy, commercialization
11-14	Managing Growth, Managing the mature Product
15-16	The concepts of Brand Equity, Creating brands in a competitive market.
17-18	Brand Positioning and Brand Associations.
19-21	Using Brand Elements to create brand equity. Leveraging Secondary Brand Associations
22-23	Designing and Implementing Branding Strategies, Launching Brand Extensions Products, Managing brands overtime and geographic boundaries.
24-25	Developing a Brand Equity Management System.
26-28	Measuring Sources of Brand Equity and Brand Equity measurement approaches.
29-36	Practical Module: Secondary and Primary data study on brand audit, knowing association of consumers with various brand, etc. Developing a new product considering all stages of new product development Comparative analysis of brand extensions done by various competing brands. Comparative Analysis of same Brands managed in different countries Comparative Analysis of Brand Positioning of close competitors Comparative Analysis of Products Life Cycle of various competing brands Any other application