

Product & Brand Management
Sem III

I> Course Content:

Semester	III Core
Subject	Product and Brand Management (Marketing)
Course Code	MMSMC305 (RGCMS)
Credits	4
Duration	40

Learning Objective:

1. To expose and sensitize the students with the practices of product and brand management.
2. To understand the key issues in Product and Brand Management.

Module

Sr. No.	Content	Activity	Course Outcomes
1	Introduction to Product Management, Role and Functions of Product Managers	Lecture, Interactive teaching, Group Discussion, Case Study	MMSMC305.1
2	Product Mix and SBU Strategies, Portfolio analysis (BCG / GE Multifactor Matrix)	Lecture, Interactive teaching, Project, Case Study	MMSMC305.1
3	Product Decisions over the PLC	Interactive Teaching & Case Study	MMSMC305.2
4	New Product Development Process	Lecture, Interactive teaching, Assignment, Case Study	MMSMC305.3
5	Financial Decision on the PLC	Interactive Teaching & Case Study	MMSMC305.2
6	Introduction to Brand Management- Branded House Vs House of Brands, Corporate Brand.	Interactive Teaching	MMSMC305.4
7	Brand prism by Kapferer Model, Brand Anatomy.	Lecture	MMSMC305.4
8	Branding Decisions- Line Extensions, Category Extension	Interactive Teaching & Case Study	MMSMC305.4
9	Brand Equity – Concept and measure	Interactive Teaching	MMSMC305.5

Human Resource
Sem III

II> Course Outcomes

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to...	<u>Cognition</u>
MMSMC305.1	Interpret the functions of Product management & various portfolio analysis tools	Analysing
MMSMC305.2	Compare relationship between product strategy & product life cycle & financial implication across product life cycle.	Analysing
MMSMC305.3	Apply new product development process & brand development process	Applying
MMSMC305.4	Illustrate fundamentals of brand management & branding decisions	Analysing
MMSMC305.5	Measure brand equity & its measures.	Evaluating

Recommended Books

Sr. No.	Books
1.	Strategic Brand Management by Kevin Lane Keller, M G Parameswaran, Isaac Jacob, Pearson
2.	Brand Management by David Aaker, Tat McGraw Hill
3.	Brand Management-Indian Perspective by YLR Murthy, Vikas Publishing