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| **BBA 614: Product & Brand Management** | |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6Marks  Attendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# The focus of this course is on decisions about how a company can build and manage its products so that they are profitable to the company and at the same time adequately meet target customers' needs and wants. The course aims to synchronize product and brand management processes.

# Course Outcomes:

CO1. Understanding the significance of product strategy as a critical source of business competitiveness and long term success.

CO2. Understanding the theoretical and practical foundations to product management including product portfolio, development process and life cycle analysis.

CO3. Acquainting students with the concepts of brand building and management to keep brands strong and relevant for years to come.

CO4. Ability of managing a brand over geographic boundaries and measuring the brand’s performance.

CO5. Develop creative product positioning strategies.

CO6. Understand the importance of Brand Creation.

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**Course Content –**

**Unit - 1**

Product Concepts: Product Mix concepts, Product Classification. Product Planning: Marketing Plan, Portfolio Analysis, Market Potential and forecasting Product Market Strategies. Product Life Cycle: Product Life Cycle Stages and corresponding Strategies, Product Evaluation.

**Unit – 2**

Product Positioning: Concept, Product Differentiation, Positioning Strategies, Preference Analysis, Benefit Segmentation New Products: New Product Categories, Organization for Product Management,, prototyping, New Product Development Process, test marketing.

**Unit – 3**

Competitor Analysis: Sources of Information, Assessing Competitors’ Current Objectives & Strategies, Differential Advantage Analysis Customer Analysis: Purpose, Segmentation Criteria.

**Unit – 4**

Understanding Brands: Brands Vs Products, Benefits of branding; Brand attributes, Significance of branding to consumers & firms, selecting brand names. Brands & Brand Management, Branding Challenges & opportunities, Concept of Brand Equity.

**Unit – 5**

Strategic Brand Management Process: Introduction & Phases 7. Identifying & Establishing Brand Positioning: Building A Strong Brand, Positioning Guidelines. Planning & Implementing Brand Marketing Programs: Criteria for Choosing Brand Elements, Options & tactics for Brand Elements, Use of IMC for Brand Building, Leveraging Secondary Brand Associations to Brand building.

**Unit - 6**

Measuring & Interpreting Brand Performance: Developing A Brand Equity Measurement & Management System, Measuring Sources of Brand Equity & Outcome of Brand Equity 10. Growing & Sustaining Brand Equity: Designing & Implementing Branding Strategies Managing Brands Over Time.

**Text and Reference Books-**

1.C.Merle Crawford ,New Product Management

2. Donald Lehmann, Product Management, Tata Mac Graw Hill

3. Keller, Kevin Lane, Strategic Brand Management : Building, Measuring and Managing Brand Equity.

4.Urban, Hauser, and Dholakia, N. Essentials of New Product Management

5. Murphy, John, Brand Strategy, Cambridge, The Director Books

6. Nichololas Ind, Living the Brand