

Syllabus

MBA 926-18

Product and Brand Management

Unit I

Product Management: Meaning, Importance of the Product Manager's Job, Planning and Control Systems for Product Management, Product Portfolio Planning and Analysis, Mapping, Understanding Company Product/Brands and Competitive Brand Market Position, Impact of Global Forces on Products.

Unit II

Product Planning and Development: Meaning, Objectives, Strategic Reasons, Processes Challenges and Issues, Forecasting Demand, Estimating Market Opportunity, Test Marketing, Types, Design Issues, Evaluation of Test Marketing Results, Market Entry Decisions-Launching New Product Programs, National Launching of New Products, Tracking the Launch, Absorbing the New Product in the Mix.

Unit III

Basic Understanding of Brands: Concepts and Process, Significance of a Brand, Brand Mark and Trade Mark, Different Types of Brand: Family Brand, Individual Brand, Private Brand, Co-Branding, Selecting a Brand Name. Functions of a Brand: Branding Decisions, Influencing Factors. Understanding Customer-Cased Brand Equity. Monitoring Brand Performance. Branding Research: Designing and Implementing Branding Research, Brand Design and Structures.

Unit IV

Brand Loyalty: Loyalty Programs, Building Strong Brands. Measuring Brand Performance, Brand Extensions. Brand Equity Management: Brand Equity Measurement, Brand Leverage, Global Branding Strategies, Brand Audit, Role of Brand Manager, Branding Challenges & Opportunities. Brand Rejuvenation and Re-launch, Brand Development through Acquisition Takes Over and Merger, Relaunching the Brand, Need, Methods and Success Rate.