Course Code:	M	G	T	D	5	3	2	Course Title:	**PRODUCT AND BRAND MANAGEMENT**

WEIGHTAGE	
CA	ETE (Th.)
20	80

COURSE CONTENTS:

Sr. No.	Topics
1.	Introduction to Product & Product Related Concepts, Product Management & Scope Marketing Organization & Types, Marketing Planning: Components of Marketing Plan Defining the Competitive Set: Levels of Market Competition, Methods for Determining Competitors Category Attractiveness Analysis: Aggregate Market Factors, Category Factors, Environmental Analysis
2.	Competitor Analysis : Sources of Information Assessing Competitors' Current Objectives & Strategies Differential Advantage Analysis Customer Analysis : Purpose, Segmentation Criteria
3.	Market Potential & Sales Forecasting Methods of Estimating Market & Sales Potential
4.	Developing Product Strategies, Product Strategies Over the Life Cycle Product Modification, Line Extension & Brand Extension
5.	Brands & Brand Management Branding Challenges & opportunities Concept of Brand Equity
6.	Strategic Brand Management Process : Introduction & Phases
7.	Identifying & Establishing Brand Positioning : Building A Strong Brand Positioning Guidelines
8.	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
9.	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 BOOK:

1. Donald Lehmann, *Product Management,* Tata McGraw Hill, New Delhi, 2007
2. Keller, Kevin Lane, *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, PHI, New Delhi, 2007

ADDITIONAL READINGS:

Verma Harsh V, *Brand Management*, Excel Books, New Delhi, 20072.