

MBPC4002 PRODUCT & BRANDING MANAGEMENT (3-0-0)

Course Objectives:

1. Comprehend the stages of brand building and develop effective brand strategies.
2. Evaluate brand architecture and understand the factors contributing to the success or failure of brands.
3. Analyze brand equity and its valuation, while considering ethical considerations in branding.
4. Explore strategies for social media branding and brand rejuvenation to maintain brand relevance and competitiveness.

Module – I

Product Management: Emerging Indian market and relevance of product management, Concept of product management, Role of product manager, Product oriented organization, Product classification, Marketing of FMCG/FMCD product, Product mix and line decision, Product market strategy in competitive environment, New product development and design, Identifying PLC stages and designing suitable marketing strategy.

Module-II

Branding: Naming a Brand, Brand association, Brand image, Brand relationship, Brand identity, Brand identity prism, Brand loyalty, Brand personality, Brand life cycle, Brand positioning.

Module-III

Brand management: Stages in Brand building, brand strategy, brand architecture, reasons for success and failure of brand, Brand equity and valuation, branding ethics, Social media branding, brand rejuvenation.

Course Outcomes:

- CO-1: Interpret the key concepts and theories in product portfolio management.
CO-2: Interpret the use of branding on products and the relevant psychological branding theories.
CO-3: Develop the ability to appraise brand strategies and make suggestions for improvement.
CO-4: Develop the ability to recognize and respond to challenges in the management of products and brands.

Text Books:

1. Product Management, D. R. Lehmann & R. S. Winer, 4th Edition, TATA McGraw-Hill publications
2. Brand Management Practices –Sashikumar -Himalaya
3. Product and Brand Management, UC Mathur, 2004, New Delhi: Excel Books
4. Product Management in India, Ramanuj Majumdar, 3rd Revised edition, PHI publications
5. Product Management, S. A. Chunawalla, Himalaya Publishing House.
6. Strategic Brand