



### Course Name - Product and Brand Management

Credits	Three
Faculty Name	Prof. Sandip Anand
Program	Executive MBA
Executive MBA	2017-18 & Term III

#### 1) Course Description

The course is designed for executive students. This focuses on marketing systems designed for product and brand management. In this course, integration of product & brand is done with the broader marketing strategy. Foundation of this course rests on industry experience of faculty gained from several marketing research based consultancy.

#### 2) Student Learning Outcomes

Be able to understand the branding and link it with

- a) Overall marketing strategy,
- b) Product innovation, and
- c) Consumer and society.



### 3) Required Text Books and Reading Material

K. L. Keller, M.G. Parameswaran and I. Jacob (latest edition), *Strategic Brand Management*, Pearson: Delhi, India.

Course Material from Secondary Sources.

### 4) Evaluation

Class Participation	20
Two quizzes	30
Group project	20
End-Term Exam	30

### 5) Academic Integrity

Kindly refer to manual of policy for code of conduct.



## 6) Tentative Session Plan

Session Number	Topics/Activities	Reading/case list etc.
1-2	Brand Meaning	Case of Vistara
3	Evolution of brand	Case of Dove
4-5	New product development and brands Brand Architecture	Case of LG
6-7	Product category development Role of marketing communication in brand building	Case of RGCHC
8-11	Brand Portfolio Asset Valuation	Case of Perfetti Van Melle
12	Luxury branding	Case
13	Merger and rebranding	Case
14	Supply Chain in branding Sustainability of brands	Cases of Disney consumer products