

**Xavier Institute of Management, Bhubaneswar**  
**XIM University**

<b>Course Name</b>	<b>Product and Brand Management</b>
<b>Programme</b>	<b>EMBA(BM)</b>
<b>Batch</b>	<b>2023 - 2024</b>
<b>Term</b>	<b>III</b>
<b>Credits</b>	<b>3</b>
<b>Course Instructor</b>	<b>Prof. Dr. Avinash Tripathi</b> <b>Email: <a href="mailto:avinash@xim.edu.in">avinash@xim.edu.in</a></b> <b>Office: Room 159, XIMB</b>

**1. Course Introduction:**

Brand management is one of the most pertinent activities that a firm must focus upon in this interconnected world to create relevant meanings in the marketplace. Whereas, product management aims to link user needs with business goals, technical possibility with user experience, and vision with accomplishment. This course focuses on developing strategic thinking when designing products and building brands. This course aims to develop a critical thinking about impact of products and branding on consumers, firm, and society. The case studies and project based practical component in this course would help the learners to realize how people live the brand.

**2. Course Objectives:**

The course has following specific objectives.

- a. The students will be able to apply key product and branding concepts for the product and brand portfolios.
- b. The students will be able to solve product and brand-related problems and nurture the brands in a competitive marketplace.
- c. The students will be able to evaluate and develop a product and brand development plan.

**3. Course Learning Outcomes (CLO):**

The course envisages the following learning outcomes:

- a) CLO 1: Understand and apply key product and branding concepts in real-world scenario.
- b) CLO 2: Apply frameworks and techniques to solve product and brand related problems.
- c) CLO 3: Evaluate and develop a product and brand development plan.

**4. Readings and References:**

- a. **Textbook:** None (Handouts and readings will be given by the instructor.)

**Journals:**

- Journal of Brand Management
- Journal of Product & Brand Management
- Harvard Business Review

**Periodicals:**

- Business Week
- The Economist
- The Marketer

**5. Pedagogy:**

The pedagogy will include a mix of lecture, cases, simulation, assignments, and project. I will share the details of pedagogical mode, evaluation components and deliverables in the initial session. It is expected that you will devote around 4-5 hours per week apart from attending the scheduled classes for the course.

**6. Session Plan:**

<b>Session</b>	<b>Topic</b>	<b>Reading Materials</b>
1	Introduction to PM	Tzokas, N., Hultink, E. J., & Hart, S. (2004). Navigating the new product development process. <i>Industrial marketing management</i> , 33(7), 619-626.
2	NPD frameworks	Robert Cooper, <i>Winning at New Products: Accelerating the Process from Idea to Launch</i> , (New York) Schilling, M. A., & Hill, C. W. (1998)
3	Product Master Plan and Required Business Information (PRD and MRD)	Imai, K., Nonaka, I., & Takeuchi, H. (1984). <i>Managing the new product development process: how Japanese companies learn and unlearn</i> . Boston, MA: Division of Research, Harvard Business School.
4	Before ideation and idea generation	Brem, A., Wimschneider, C., de Aguiar Dutra, A. R., Cubas, A. L. V., & Ribeiro, R. D. (2020). How to design and construct an innovative frugal product? An empirical examination of a frugal new product development process. <i>Journal of Cleaner Production</i> , 275, 122232.
5	Estimating an idea's worth and Market analysis	Ulrich K, Eppinger S (2012) <i>Product design and development</i> . McGraw-Hill, New York Shah JJ, Smith SM, Vargas-Hernandez N (2003) Metrics for measuring ideation effectiveness. <i>Des Stud</i> 24(2):111–134
6	Customer discovery/Finding Markets	<i>Managing the new product development process: strategic imperatives</i> . <i>Academy of Management Perspectives</i> , 12(3), 67-81 Griffin A, Hauser JR (1993) The voice of the customer. <i>Market Sci</i> 12(1):1–27
7	MVP/Prototype and Product testing	Kelley T, Littman J (2001) <i>The art of innovation</i> . A currency book. Doubleday, New York Dennehy, D., Kasraian, L., O'Raghallaigh, P., & Conboy, K. (2016). Product market fit frameworks for lean product development.
8	Pre-release analysis and test marketing	Sawyer, A. G., Worthing, P. M., & Sendak, P. E. (1979). The role of laboratory experiments to test marketing strategies. <i>Journal of Marketing</i> , 43(3), 60-67. Tamer Cavusgil, S., & Yavas, U. (1987). Test marketing: an exposition. <i>Marketing Intelligence &amp; Planning</i> , 5(3), 16-19.
9	Commercialization	Gans, J. S., & Stern, S. (2003). The product market and the market for "ideas": commercialization strategies for technology entrepreneurs. <i>Research policy</i> , 32(2), 333-350.
10	Post-Launch Performance Management	Haines, S. (2013). Post-launch product management. <i>The PDMA Handbook of new product development</i> , 339. Rathore, A. K., & Ilavarasan, P. V. (2020).

		Pre-and post-launch emotions in new product development: Insights from twitter analytics of three products. <i>International Journal of Information Management</i> , 50, 111-127.
11	Brand Analysis	<p>Roberts, J. H. (2005), Defensive Marketing: How a Strong Incumbent Can Protect Its Position, <i>Harvard Business Review</i>, 83 (11), 150–15</p> <p>Payne, A. and Frow, P. (2005), A Strategic Framework for Customer Relationship Management, <i>Journal of Marketing</i>, 69 (4), 167–176.</p> <p>Razak, M., Hidayat, M., Launtu, A., Putra, A. H. P. A. K., &amp; Bahasoan, S. (2020). Antecedents and consequences of brand management: empirical study of Apple’s brand product. <i>Journal of Asia Business Studies</i>.</p>
12	Brand strategy	<p>Aaker D. A. (2012), Win the Brand Relevance Battle and then Build Competitor Barriers, <i>California Management Review</i>, 54 (2), 43–57</p> <p>Aaker, D. A. and Joachimsthaler, E. (1999), Lure of global branding, <i>Harvard Business Review</i>, 77 (6), 137–144.</p>
13	Co-creation, finance, communication, and value chain in Branding	<p>Fleming, I. (2007), Breakthroughs and the “Long Tail” of Innovation, <i>Sloan Management Review</i>, 49(1)</p> <p>Kandybin, A (2009), Which innovation efforts will pay? <i>Sloan Management Review</i>, 51 (1), 53–60.</p> <p>Cooper, R. (2012), Creating Bold Innovation in Mature Markets, <i>IESE-Insight Magazine</i>, March 15.</p>
14	Brand and product architecture and portfolio management	<p>Rajagopal and Sanchez, R. (2004), Conceptual Analysis of Brand Architecture and Relationships within Product Category, <i>The Journal of Brand Management</i>, 11 (3), 233–247.</p> <p>Bauer, H. H., Hammerschmidt, M., and Staat, M. (2004). Analyzing Product Efficiency: A Customer Oriented Approach, University of Mannheim, Mannheim, Germany</p> <p>Ghemawat, P. and Hout, T. (2008), Tomorrow’s Global Giants? Not the Usual Suspects, <i>Harvard Business Review</i>, 86 (11), 80–88</p> <p>Davies, A. (2004), Moving Base into High-value Integrated Solutions: A Value Stream Approach, <i>Industrial and Corporate Change</i>, 13 (5), 727–756</p> <p>Aaker, D. (2008), Prioritize brands in the portfolio: developing a brand portfolio strategy in a silo environment, <i>Harvard</i></p>

		Business School Press, Cambridge, MA
15	Application of marketing research in brand and product development	<p>Analysis and Use of ZMET Data (<a href="https://projects.iq.harvard.edu/mind-of-the-market-laboratory/zmetanal">https://projects.iq.harvard.edu/mind-of-the-market-laboratory/zmetanal</a>)</p> <p>Oakley, P. (1996), High Tech NPD Success through Faster Overseas Launch, <i>European Journal of Marketing</i>, 30 (8), 75–91.</p> <p>Locke, C. (2009), Smart customers, dumb companies, <i>Harvard Business Review</i>, 76 (6), 187–191.</p>
16	Brand strategies in marketplace	<p>Roberts, J. H. (2005), Defensive marketing: How a strong incumbent can protect its position? <i>Harvard Business Review</i>, 83(11), 150–157</p> <p>Gaines-Ross, L. (2010), Reputation warfare, <i>Harvard Business Review</i>, 88(12), 70–76.</p> <p>Doland, A. (2015), How KFC is fighting rumors of scary mutant chicken in China, <i>Advertising Age</i>, June 02</p> <p>Cave, A. (2011), KFC abandons ‘finger lickin’ good slogan in a bid to boost its image, <i>The Telegraph</i>, February 20</p> <p>Tao, Z. and Woo, C. H. L. (2014), KFC China: Still ‘Finger Lickin Good’, <i>Harvard Business School Press</i>, Cambridge, MA.</p>
17	Customer-brand relationship and Brand rebuilding	<p>Sharma, T. G. and Shevade, N. (2015), <i>Hero Motocorp</i>, Harvard Business School Press Publication, Cambridge, MA.</p> <p>Alden, Dana, Jan-Benedick E.M. Steenkamp, and Rajeev Batra: Brand Positioning Through Advertising in Asia, North America and Europe: The Role of Global Consumer Culture, <i>Journal of Marketing</i>, 63, 1999, 75–87.</p> <p>Thomas, S. and Kohli, C. (2009), A brand is forever: A framework for revitalizing declining and dead brands, <i>Business Horizons</i>, 52(4), 377–386.</p>
18	Branding of Hi-tech and luxury products	<p>Hirunyawipada, T. and A. K. Paswan (2006), Consumer innovativeness and perceived risk: Implications for high technology product adoption, <i>Journal Consumer Marketing</i> 23 (4), 182–98.</p> <p>Shankar, V., Berry, L. L., Dotzel, T. (2009), A practical guide to combine products and services, <i>Harvard Business Review</i>, 87 (11), 94–99</p>
19	Brand valuation and metrics	<p>Kaplan, R. S. &amp; Norton, D. P. (1996), <i>The balance scorecard- translating strategy into action</i>, Boston, Massachusetts, Harvard Business School Press.</p> <p>Rajagopal and Sanchez, R. (2004), Conceptual Analysis of Brand Architecture and Relationships within Product Category, <i>Journal of Brand Management</i>, 11 (3), 233–</p>

		247. Peppers, D., Rogers, M., and Dorf, B. (1999), Is your company read for one-to-one branding, Harvard Business Review, 77(1), 151–160.
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### 7. Assessment Scheme:

Component	Weightage	Duration (Minutes)	Assessment of Course Learning Outcome(s) (CLO)
Quizzes (MCQ, ten marks*2 quizzes)	20	7 minutes each	CLO 1
Project (group submission)	20	NA	CLO 1, CLO 2, and CLO 3
Class Participation	10	NA	CLO 1 and CLO 2
Case Analysis and Participation	10	NA	CLO 1 and CLO 2
Simulation/Research study	10	NA	CLO 1, CLO 2, and CLO 3
End-term	30	180	CLO 1 and CLO 2

### Group Project and Presentation:

Details of project will be provided to you separately in first session.

### 8. Academic Discipline and Integrity:

You are expected to be regular and on time in the class. Late comers will not be excused. Students involved in academic misconduct, dishonesty, misrepresentation, plagiarism in any form (For instance: copying or use of unauthorized means in exams, aiding and abetting another student's dishonesty; free-riding in group activities, unprofessional classroom conduct and behavior, doing unauthorized class recording, sharing class recording with others, reading anything else or doing other unrelated work during class etc) will attract serious penalty in form of grade deductions or even worse outcome (like getting F). You are expected to adhere to deadlines. Exceptional case (such as medical or family emergencies) can be excused only when supported with proper evidence. All group members must contribute equally toward project and participate in final presentation. I reserve the right to make the any alteration in course outline and/or evaluation component(s) during the timeline of the course administration, if needed.

### 9. Policy on plagiarism:

Any plagiarism beyond 20% found in the submission (including reproduction from books, online sources, journals or from peers) will just award zero.

### 10. Mapping Course Learning Outcomes (CLO) with the Program Learning Goals (PLG):

PLG#	Program Learning Goal	Trait	Addressed by Course	
			Yes	No
PLG1	Functional and Business Skills	Demonstrate understanding of elements of all functional areas.	Yes	
PLG2	Analytical Skills	Use analytical techniques to identify a business problem and suggest a solution.		
PLG3	Collaboration and teamwork attributes	Exhibit voluntary cooperation and effective teamwork in a group setting.		

PLG4	Ethical responsibility	Understand the ethical complexities of conducting business.		
PLG5	Communication	Produce reasonably good quality business documents.		