

<b>PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA</b>						
<b>DM 601</b>	<b>Product and Brand Management</b>	<b>III BBA (DM) - VI Sem 2022-23</b>				
Hours	75 (60 + 15)	L	T	P	C	
Focus	<b>Entrepreneurship</b>	4	1	-	4	

<b>Course Objective</b>		
Understand and apply the product management and brand management process, techniques and brand equity development and design thinking in product management		
<b>Course Outcomes and mapping with Blooms taxonomy</b>		
<b>Outcome</b>	<b>Description</b>	<b>Level</b>
CO1	Understand and apply the process of Product Management and strategies, policies and decisions	1, 2 and 3
CO2	Understand and apply the new product development techniques and programs and craft products for varying needs	1, 2, 3, 4, 5 and 6
CO3	Understand the brand management process and the associated factors and apply in crafting a brand	1, 2, 3 and 4
CO4	Understand and apply the corporate branding tools and brand equity management	1, 2, 3 and 4
CO5	Understand and apply the process of Design Thinking in developing new products	1, 2, 3, 4, 5 and 6

<b>Syllabus</b>		
<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit I	Product Management - An Introduction. Corporate Strategy and Product Policy Product Line Decisions Product Life Cycle and Marketing Strategies.	15%
Unit II	New Product Development and the Techniques of Idea Generation and Screening Concept, Development and Testing Test Marketing, Launching and Tracking New Product Programmes.	25%
Unit III	Organizing for New Products and Introduction to Brand Management and Crafting of Brand Elements, Consumer Brand Knowledge Brand Identity, Personality and Brand Associations	20%
Unit IV	Managing Brand Architecture and Brand Portfolios , Corporate Branding and Tools for Building Brand, Equity, Leveraging Brand Equity, Measurement of Brand Equity	20%
Unit V	Design thinking – Need – Process – Benefits – Challenges – Case study	20%
<b>References</b>		
Books and Resources	<ul style="list-style-type: none"> <li>Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing. Noise and Stand Out from the Competition by: John Michael Morgan,</li> <li>Marketing Management by Philip Kilter and Kevin Lane Keller</li> </ul>	

Online Courses	Course on Product and Brand Management  <a href="https://onlinecourses.nptel.ac.in/noc22_mg82/preview">https://onlinecourses.nptel.ac.in/noc22_mg82/preview</a>
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Co-Curricular Activities	
<b>A. Mandatory</b> ( <i>student training by teacher in related real time field skills: total 10 hours</i> ):	
	a. <b>For Teachers:</b> Training of students by the teacher (using actual field material) in classroom and field for a total of not less than 10 hours on techniques in Product and Brand Management. b. Identification of PLC of products (Ref. unit-1) c. Idea generation techniques (ref. unit-2) d. Study of brands (ref. unit-3) e. Brand portfolios of companies (ref. Unit 4) f. Design thinking in companies- (ref.Unit.5)
	2. <b>For Student:</b> Each student has to visit at least one business organization and study product and branding strategies followed there. Each student has to observe the challenges the business is facing in product and brand management. They shall write their observations and submit a Fieldwork/Project work report, not exceeding 10 pages, to the teacher in the given format.
	3. Max marks for Fieldwork/Project work Report: 05
	4. Suggested Format for Fieldwork/Project work (not more than 10 pages): Title page, student details, Contents, objective, step-wise work done, findings, conclusions and acknowledgements.

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> <li>• Study of famous brands</li> <li>• SCAMPER technique</li> <li>• Review of brand management practices of any business</li> <li>• Review of brand portfolios of FMCG companies as an example</li> <li>• Application of design thinking in software context</li> </ul>

Activities	
Measurable	<ul style="list-style-type: none"> <li>• Assignments</li> <li>• Online Quizzes</li> <li>• Online games – Jeopardy, Crosswords and Word scramble</li> <li>• Presentations</li> </ul>
Group	<ul style="list-style-type: none"> <li>• Field visits to industry</li> <li>• Guest lectures</li> <li>• Interaction with industry professionals</li> </ul>