



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

Programme Name: PGDM

Trimester: IV

Name of the subject: Product & Brand Management

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Kshitija Pandey

Mobile No: 9820226845

Email: kpandey@vpmthane.org

Weblink:

Learning Objectives:

- 1) To expose and sensitize the students with the practices of Product and Brand Management.
 - 2) To explore the meaning and importance of the Product Management & address the key issues in New Product Development.
 - 3) To examine and understand the Customer Context of the Product & Brand Management
 - 4) To acquire an in-depth understanding of the Brands and their application in the Consumer Markets
-

Reference Books:

- 1) Strategic Brand Management by Kevin Lane Keller, M G Parameswaran, Isaac Jacob, Pearson
- 2) Brand Management by David Aaker, Tat McGraw Hill
- 3) Brand Management-Indian Perspective by YLR Murthy, Vikas Publishing
- 4) Product Strategy and Management, Michael Baker and Susan Hart, Pearson Education, Second Edition.
- 5) Managing Indian Brands-Concepts and Strategies, S Ramesh Kumar, 2001, Vikas Publications



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to Product Management, Role and Functions of Product Managers Classification of products	Lecture and discussion	Understanding the functions of Product Management	
2	Product Mix and Line Decisions SBU Strategies, Portfolio analysis (BCG / GE Matrix)		Understanding the portfolio analysis and tools.	
3	New Product Development Process		Understanding NPD process	



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

	Product Decisions over the PLC		Understanding the relationship between Product strategy and PLC	
4	Product Pricing, Distribution & Promotion strategies		Understanding product lifecycle stage and relating it to various strategies	
5	Introduction to Brands & Brand Management History of branding and future challenges To study & Differentiate between Products, Services & Brands along with various examples		Understanding the fundamentals of Brand Management Understanding importance & relevance of studying brands Clearly differentiate between products and brands	
6	To study various branding elements to analyse branding process		Understanding Brand development process	
7	To study brand Identity & Brand Identity Prism Brand prism by Kapferer Model, Brand Anatomy.		Understanding Branding Decisions	



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

8	Brand Equity – Concept and measure To study sources of brand equity and its implications To study Customer based brand equity, the brand value chain, the brand resonance model (CBBE pyramid), brand awareness and – knowledge To study various other Brand Equity Models		Understanding Brand Equity and its measure	
9	Sustaining & growing brands over the period of time.			
10	Final Test & project presentations			

Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

3	Academic Projects	Product Management Brand Management		
4	Book Review			
5	Group Discussion	Product Management Brand Management		
6	Business Quiz / Business News sharing	Product Management Brand Management		
7	Videos / Simulation	Product Management Brand Management		
8	Use of Softwares and Labs			
9	Any other activity			



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

Evaluation:

Internal:

Component	Details	Marks
Class Test	yes	20
Presentation	yes	20
Case Study	yes	
Participation	yes	
Others		

Signature of Faculty

Signature of the Co-ordinator