



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (PGDM)
Academic Year (2019-2020)

Programme: PGDM Trimester: IV Period: July' 19 – Sept' 19
Course Code : PGDM-01-E-C01
Name of the subject: Product and Brand Management
Maximum marks: 100 (60+40) No. of Sessions:10 (3 hrs each)

Name of the Faculty: Prof. Kshitija Pandey
Mobile No: 9820226845 Email: kshitijapandey@gmail.com

Program Outcomes (PO)	Course Outcomes (CO)
<ol style="list-style-type: none">1. Analytical Skills and Critical Thinking2. Interpret and analyze information in order to evaluate and make sound decision:3. Leadership4. Social-sensitivity	<ol style="list-style-type: none">1. Analyse the practices of Product and Brand Management2. Evaluate the importance of the Product Management & address the key issues in New Product Development3. Examine and understand the Customer Context of the Product & Brand Management4. Apply Brand management technics 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 (PGDM)
Academic Year (2019-2020)

A. Plan:

Session No.	Pl. Date	Topic	Ref. Study Material	Course Outcomes
1		Introduction to Product Management, Role and Functions of Product Managers Classification of products	Product Strategy and Management book chp 1, 2	Understanding the functions of Product Management
2		Product Mix and Line Decisions SBU Strategies, Portfolio analysis (BCG / GE Matrix)	Product Strategy and Management book 2 & 5	Understanding the portfolio analysis and tools.
3		New Product Development Process Product Decisions over the PLC	Product Strategy and Management book chp 3, 4	Understanding NPD process Understanding the relationship between Product strategy and PLC
4		Product Pricing, Distribution & Promotion strategies & internal test	Product Strategy and Management book chp 13-15	Understanding product lifecycle stage and relating it to various strategies
5		Introduction to Brands & Brand Management	Strategic Brand Management	Understanding the fundamentals of Brand



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (PGDM)
Academic Year (2019-2020)

		History of branding and future challenges To study & Differentiate between Products, Services & Brands along with various examples	book 1	Management Understanding importance & relevance of studying brands Clearly differentiate between products and brands
6		To study various branding elements & Brand Strategies to analyse branding process & Management	Strategic Brand Management book chp 4	Understanding Brand development process
7		To study brand Identity & Brand Identity Prism Brand prism by Kapferer Model	Brand Identity Prism notes	Understanding Branding identity concept and Kapferer model
8		Brand Equity – Concept and measure To study sources of brand equity and its implications	Strategic Brand Management book chp. 2, 8, 9 & 10	Understanding Brand Equity and its measure



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (PGDM)
Academic Year (2019-2020)

		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		
9		Sustaining & growing brands over the period of time.	Strategic Brand Management book chp 13 & 14	Understanding strategies to manage brands over longer period
10		Final Test & project presentations		Application of the concepts in projects



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (PGDM)
Academic Year (2019-2020)

B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (current affairs)	Branding	Understanding importance & relevance of studying brands	Secondary data
2	Academic Projects	All the content	Practical application of the content	Course syllabus
3	Group Discussion	All the content	Understanding the concepts	Course syllabus
4	Role Play	none	none	none
5	Industry Visit	none	none	none
6	Business Quiz / Business News sharing	Branding elements	Testing the knowledge of the concepts	Course syllabus
7	Videos / Simulation	none	none	None
8	Use of Software and Labs	none	none	none
9	Any other activity	none	none	none

C. Innovative pedagogy adopted:



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (PGDM)
Academic Year (2019-2020)

Prepared by:
Faculty

Reviewed by:
Specialisation

Approved by:
ADC

Date:

Date:

Date:

A. Execution:

Session No.	Actual Date	Topic Covered	Attendance %	Evaluation Method	Case Study Ref.	Quiz Ref.	CR Sign



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (PGDM)
Academic Year (2019-2020)

B. Evaluation:

Component	Details	Marks
Presentations & Viva	Mandatory	5+5
Class Test (2 for PGDM)	Mandatory (MCQ, Descriptive,. Etc)	20
Assignments / Others	Mandatory	5
Participation/Attendance	Mandatory	5
Final Exam	Mandatory	60

C. Student Performance Analysis:



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (PGDM)
Academic Year (2019-2020)

Avg. Attendance	Avg. Internal Marks	% Failed in Internals	Avg. Final Marks	% Failed in Final	No. of best students > 80%	No. of students needs improvement

D. Attainment:

	CO1	CO2	CO3	CO4	
PO1	3	3	2	2	
PO2	2	2	2	2	
PO3	1	1	1	1	
PO4	1	1	1	1	

Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

Signature of Faculty

Signature of the Co-ordinator / ADC