


JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA
MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- I	L	T	P	C
21E00303b	Product And Brand Management	4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none"> To provide detailed knowledge of concept of product, product decisions, product management. To explain concept of branding, branding decision, creating and managing brand equity. To make them to know new brand failures and the reasons to fail in the market. To discuss brands and branding in different sectors of the economy. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> To gain knowledge on conceptual knowledge on product, classification of products, strategies, planning and development. To choose and implement appropriate strategies for existing and new products. To know essentials of good brand name, types and brand loyalty. To apply different brand valuation methods and brand revitalization. To create, design new brand names, and brand building strategies for brand extension. To analyse the factors for new brand failures in the market. To examine branding in different sectors of the economy. 					
UNIT - I		Lecture Hrs: 8			
Product Decisions : - Product Concepts – Product Classification – Consumer Goods and Industrial Goods Classification – Product Line and Product Mix – Product Characteristics – Responsibility of Product Manager – Types of Product Strategies					
UNIT - II		Lecture Hrs: 12			
Product Management : Product differentiation – Product Strategies – Stages in the New Product Development – Product Positioning Strategies – Packaging Management.					
UNIT - III		Lecture Hrs:12			
Branding Decisions : Essentials of Good Brand Name – Types of Brands – Advantages of branding – Brand Loyalty – Brand Valuation Methods – Brand Revitalization.					
UNIT - IV		Lecture Hrs:12			
Creating and Managing Brand Equity : Advantages of Brand Equity – Brand Building Strategies – Brand Extension – New Brand Failures.					
UNIT - V		Lecture Hrs:12			
Branding in Different Sectors: Branding in Industrial sector, Retail Sector, Service sector, Banking Sector and Insurance Sector.					
Textbooks:					
1. Marketing Management –Philip Kotler, Kevin Lane Keller ,15th Edition, Pearson.					
Reference Books:					
<ul style="list-style-type: none"> Product & Brand Management – Text & Cases, Prof.K.Venugopal Rao, Himalaya Product Management in India, Ramanuj Majumdar, PHI Product Management ,C.Nandan, , TMH. Compendium of Brand Management,Chunawalla. S.A, Himalaya Product & Brand Management,Mathur.U.C , Excel Brand Positioning, Subroto Sengupta, TMH. Marketing and Branding, S.Ramesh Kumar, Pearson. What's in a Brand? , John Philip Jones, TMH Brand Management – Text & Cases , Harsh V Verma , Excel Become the Brand of Choice, Jason Hartman, Jaico. 					
Online Learning Resources:					
https://www.youtube.com/watch?v=BRlzbDry6Ew&list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC					