

3. PRODUCT & BRAND MANAGEMENT

Sr. No.	Unit
1	<p>Introduction to concept of product and branding</p> <ul style="list-style-type: none">• Introduction• Type of product• Product & branding importance• Product & branding strategy• Type of branding• Advantaged of type of branding• Keywords• Exercise
2	<p>Product planning and management</p> <ul style="list-style-type: none">• Definition• Signification & objects• Impotence of product planning• Process of product planning• Use product management• Keywords• Exercise
3	<p>Product life cycle strategies</p> <ul style="list-style-type: none">• Introduction• Product growth strategy• Product maturity strategy• Product decline strategy• Keywords• Exercise
4	<p>New product development process</p> <ul style="list-style-type: none">• Introduction• Generating & Screening the idea• Testing the concept• Business analytics• Marketing tests• Product development and technicalities• Commercialize• Posts launch review and perfect pricing• Keywords• Exercise

5	Competition and customer Analysis <ul style="list-style-type: none"> • Introduction • Identify your competitions • Create product profiles • Important of consumer analysis & competitions • How to conduct your competitive analysis • Keywords • Exercise
6	Brand management – Challenges and Opportunities <ul style="list-style-type: none"> • Introduction • Evolution of brand • What is brand value pre-position • Brand management importance • Elements of brand management • Branding challenges • Consistency • How to manage your brand • Environment pressures on brand management • Keywords • Exercise
7	Brand positioning and equity <ul style="list-style-type: none"> • Introduction • Product definition • Market segmentation • Customer loyalty • Brand extension • Definition & positioning • Keywords • Exercise
8	Strategic branding decisions – growing and sustaining brands <ul style="list-style-type: none"> • Introduction • Brand positioning and branding decision • Brand name selection and branding decision • Brand sponsorship – branding decision • Brand development – branding decision • Keywords • Exercise
9	Measuring and interpreting brand performance <ul style="list-style-type: none"> • Introduction • mind brand awareness • Brand sentiments including overall brand perception • Brand consideration & purchase intent • Sales volume & sales value • Customer lifetime value & brand loyalty

10

Internationalization of brands

- Introduction brand value
- Brand internationalization
- The stage theories and network
- International new ventures & network
- Frame work
- Keywords
- Exercise