



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Commerce
Semester-1(B.Com)

Subject: PRODUCT AND BRAND MANAGEMENT - BCOMM11301

Type of course: Major

Prerequisite:

To successfully complete a course in Product and Brand Management, it is essential for students to have a strong foundation in marketing principles and concepts. Some of the key topics that students should be familiar with include market research, consumer behavior, and product development, pricing strategies, and marketing communication.

Rationale:

The proposed syllabus for this course comprehensively covers the core aspects of product and brand management in four modules. Students will gain knowledge in market analysis, product strategy development, brand building, and effective implementation to equip them with essential skills for successful management.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Continuous Assessment:

(For each activity maximum-minimum range is 5 to 10 marks)

Sr. No	Active Learning Activities	Marks
01	MCQ test: Student will do quiz from the content on Moodle.	10
02	Product Hunt Challenge: Faculty will provide a scavenger hunt where students search for different products in stores or online platforms. Take pictures and analyze brand strategies of it and upload it on Moodle.	10
03	Design your brand logo: Student will design logo or symbol of particular existing brand and upload it on Moodle.	10
04	Branding Photo Exhibition: Students will capture photos of branded elements in their surroundings, such as billboards, logos, and product displays. They can compile these images into an exhibition showcasing the various branding strategies used in the real world and upload it on Moodle.	10
05	Student choice activity: In this activity student can choose any activity on the basis on their own choice which relevant to subject and upload it on Moodle.	10
06	Concept mapping: Faculty provide companies names and students will map their Idea, Solution for real time project / problem about existing product & brand and upload it on Moodle.	10
07	Attendance	10
Total		70



Course Content:

Sr. No	Course content	Hrs	% Weightage
1	❖ Introduction to Product and Brand Management: <ul style="list-style-type: none"> • Understanding the concept of product and brand management • Importance of product and brand management in business • Differences between product and brand management • Key components of product and brand management • Analyzing market trends and consumer behavior 	15	25
2	❖ Developing Successful Product Strategies: <ul style="list-style-type: none"> • Identifying and selecting target markets • Creating customer value proposition • Developing product positioning strategies • Conducting product research and development • Developing pricing strategies 	15	25
3	❖ Building and Managing Strong Brands: <ul style="list-style-type: none"> • Understanding the role of branding in business • Developing brand identity and image • Brand positioning strategies • Building brand equity • Measuring brand performance 	15	25
4	❖ Implementing Effective Product and Brand Management: <ul style="list-style-type: none"> • Developing effective marketing communication strategies • Creating and managing effective distribution channels • Managing product and brand life cycle • Developing strategies for product and brand extensions • Evaluating and managing product and brand portfolio 	15	25



Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	35%	40%	25%	-	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course the students should be able to:	
CO1	Develop a comprehensive understanding of product and brand management.
CO2	Gain practical skills in developing successful product strategies and managing strong brands.
CO3	Analyze market trends and consumer behavior to identify potential opportunities for product and brand management.
CO4	Learn how to implement effective product and brand management strategies to improve business performance.

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.



Reference Books:

- [1] Product Policy and Brand Management 2013 by A. K. CHITALE, RAVI GUPTA
- [2] Marketing Management: Analysis, Planning, Implementation, and Control" by Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha.
- [3] Product and Brand Management" by S. Ramesh Kumar and C. Raju.

