

**Programme: Master of Business Administration**

**Semester IV**

**MBA 926-18**

**PRODUCT AND BRAND MANAGEMENT**

**Objective:** To create understanding among students for concepts, process, techniques of product and management. The course also aims to familiarize students with the concept of a 'brand', the role of branding in marketing strategy; brand equity, its importance and measurement, how to create and retain brand equity; operational aspects of brand management.

*Course Outcomes (COs)*

<b>Sr. No.</b>	<b>At the end of the course, the student will be able to:</b>
CO1	Understand what a product is, the various levels which make it up, and different types of products.
CO2	Examine various challenges and issues involved in product planning and development.
CO3	Discuss and apply the concepts of test marketing and market entry of a product.
CO4	Recognize the features and importance of a brand and conduct branding research.
CO5	Understand the concept of brand loyalty and measuring brand performance.
CO6	Describe the role of various branding strategies in brand equity management.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)