

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Marketing

MKT3418 Product and Brand Management

Course Instructors : KWOK Ying Yao

Session : Jan to Apr 2018 (Semester 2, 2017/2018)

COURSE DESCRIPTION

“There will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available.”

-- Peter F. Drucker, *Management: Tasks, Responsibilities, Practices*

The product or service is central to a company’s existence and continued existence in the market. A good, strong product may launch the company into the marketplace but it takes continuous and consistent effort to come up with a string of successful products to sustain the company. The world of business is littered with companies that were wildly successful at inception, because of a good product that met the timely need of the customer, but abandoned and dropped from view soon after.

Think also about the many brands of consumer products that were popular but the companies are now no longer in business or only are a shadow of their former glory. The brand may still be in our memory, but the product not longer excites or has lost its shine. On the other hand some brands are firmly etched in our minds, but the product or service offered has evolved or is in a different category. Our purchasing decision is based on our confidence in the brand.

This course focuses on the product manager’s tasks of marketing planning, developing product strategy, and implementing the strategy. Students will also be introduced to the various marketing tools that are used in product management. With globalization, industry fragmentation, OEMs and ODMs, many companies do not even design or manufacture their own products anymore. Sometimes what remain is brand management and the custody of the brand takes on a greater importance. Students will also learn about the interplay between product management and brand management in an ever changing and exciting business environment.

LEARNING METHODS

You will attend a three-hour lesson every week, where a variety of learning methods like lectures, videos, exercise and classroom discussions will be used to help in your learning. You are also required do some amount of self-reading to enhance your learning experience.

Product Managers are often called product leaders as they will need to use their influence rather than direct authority over other personnel in the company. They may frequently have to assemble the necessary resources to achieve their objectives and to work closely with a cross-functional team. The ability to work in a team is an asset that needs to be cultivated. A large portion of your learning and training will be derived from working on your Group Project where the requirements are to:

1. identify or anticipate a need and generate an idea for a product or service
2. analysis the market potential and sales forecasting
3. devise a brand strategy
4. develop a product strategy
5. develop a marketing plan for the product or service

COURSE OBJECTIVES

This module will enable students to understand the various roles of a product manager. Students will also be introduced to the various marketing tools that are used in product management. With globalization and the fragmentation of the process of first identifying or anticipating the need, to the creation of the product and delivering value to customers across different parts of the world, many companies grapple with managing products that are conceived in one country, made in another and distributed to every corner of the world. Managing a common brand identity becomes even more of a challenge. Students will acquire the skills to product management and brand management in the new business environment. This course aims to equip students with the following competencies:

1. Understand the Marketing Organization
2. Marketing Planning
3. Competitive Analysis
4. Customer Analysis
5. Market sizing and Sales Forecasting
6. Product and Brand Strategy
7. New Products Development and Brand Extensions
8. Pricing Decisions
9. Marketing Communications
10. Channel Management

REQUIRED TEXT & READINGS

- Required: Lehmann, Donald R, and Winer, Russell S, “Product Management”, McGraw-Hill Education, (Fourth Edition)
- Recommended/Additional Reading: Larry Light and Joan Kiddon, “New Brand Leadership”, Pearson
- Handouts.
- Readings from e-reserves.

YOUR RESPONSIBILITY

You are highly encouraged to read the assigned text chapters, chapter notes, articles and related news that are made available to you and do as much self-instructional learning before attending the lectures.

To help you get the most out of this course, the lecturer will enhance your learning experience by showing you how the concepts are applied or can be applied in the real world. Thus, do not expect the lecturer to cover all the material in the text chapter and in the chapter notes during the lecture. You are expected to read and learn these portions on your own.

Actively participating in class discussion and activities is another effective way of learning. Each lesson is packed with activities that supplement the materials covered in the lectures. Be an active learner – that’s the only way you can effectively learn and enjoy the course!

EVALUATION METHODS

Your course grade will be based on the following (Note: The contribution for all the components, except the Final Examination, may change after some fine tuning of the course structure):

Individual Components

In class Performance	10%
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Peer Evaluation	10%
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Team Components

Product Concept & Analysis	5%
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Marketing Plan (Hardcopy)	20%
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Marketing Plan Presentation	10%
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Assessment Component

Mid-term Test	20%
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Final Test	25%
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<u>Total:</u>	<u>100%</u>
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Individual In-Class Performance (10%):

This component includes a combination of class attendance, quality of class participation, individual performance during the presentation of your group assignment etc.

Class participation not only demonstrates preparedness, but also enhances the learning process. You are strongly encouraged to participate in discussions of the lessons, exercises, cases and other topics that arise in class. You may be required to do some pre-reading and analyses and come to class prepared for discussion. There are rarely right or wrong answers in case discussions. However, there certainly are strong and weak arguments.

The *Quality* of your contribution to class discussions is much more important than the *Quantity* and those who waste time with repetitive, tangential, and long-winded observations will not receive credit for participation. Quality participation means making a substantive contribution that moves the discussion forward. Examples include: drawing useful implications out of facts and principles presented in the texts and articles; engaging in a thoughtful dialogue with other class members; asking interesting questions; enhancing class discussions with real world examples and experiences.

Your presence in class is essential to your ability to understand and apply the material covered in this course. Therefore, *attendance is mandatory*. This does not mean that you cannot miss class; it is understandable that, at times, other commitments (or illness) may prevent you from attending class. If for some reason you cannot attend a class, please inform me prior to the missed class session. Also, if you miss class, it is your responsibility to obtain the lecture or discussion notes and handouts, if any, from your classmates. *Excessive absences* do reflect a lack of commitment to the course and will lower your grade.

Peer Evaluation (10%):

It is hoped that all students actively contribute to the team assignment and project. To this end, all students are to complete a peer evaluation form that helps the instructor ascertain the contribution of each student in the team.

Should there be cases where there are free-loaders, the marks accorded to these students will be determined by the instructor after a review. In severe cases, these students may not be awarded any marks for the group assignment in question.

Product Concept and Analysis Presentation (5%):

These components are part of a larger marketing plan project. In this presentation, your team is required to convince the class that your product or service concept/idea is attractive to the target market and will be profitable to the business.

All students are expected to actively participate in this segment of the course as this where the product or service potential is assessed. It is from here that each team will nurture its idea into a full blown marketing plan. Your team will be graded on the ideas presented, and not on your delivery. Make use of this platform to further improve your delivery. Once your product concept is approved, you will proceed to work on the complete plan.

Marketing Plan (20%) & Presentation (10%):

This is where your marketing plan will be assessed in its entirety. Your team is expected to turn in a professionally prepared marketing plan before the presentation.

Do not forget that each team member is responsible for the whole project. You must work as a team. However, you may choose to divide topics among you and concentrate on those topics more than others.

You should not treat the presentation as a classroom exercise. Use the platform as an exercise to senior management of the viability of your marketing plan. Your team's presentation delivery is graded separately from the marketing plan.

Mid-term Test (20%) & Final Test (25%):

The Mid-term Test is a one-hour paper and consists of multiple choice questions. It will be conducted on the week before the Mid-Semester Break (Week 6).

There will be a Final Test on the last week (Week 13) of the Semester. The test will be in the Question & Answer format.

ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

LECTURE & ACTIVITIES SCHEDULE (Note: This is a tentative schedule. Adjustments will be made when student enrolment is finalized)

Week	Date	Lecture Topics	[M] Text Chapters [E] Readings from e-reserves [H] Class Handout	Activities
1	xx-Jan	<ul style="list-style-type: none"> Course Introduction Principles of Product and Brand Management 	<ul style="list-style-type: none"> PM Chapters 1 NBL Chapter 1 & 2 	<ul style="list-style-type: none"> Discussion on Global Trends and the Changing Marketing Environment
2	xx-Jan	<ul style="list-style-type: none"> Principles of Product and Brand Management (con't) Category Attractiveness 	<ul style="list-style-type: none"> PM Chapter 2 & 4 NBL Chapter 3 to 5 	<ul style="list-style-type: none"> Discussion on Branding Form Project Teams
3	xx-Jan	<ul style="list-style-type: none"> Defining the Competitive Set Competitor Analysis 	<ul style="list-style-type: none"> PM Chapter 3 & 5 	<ul style="list-style-type: none"> Finalize Project Teams Generating Product Concepts
4	xx-Jan	<ul style="list-style-type: none"> Customer Analysis 	<ul style="list-style-type: none"> PM Chapter 6 NBL Chapter 6 to 9 	<ul style="list-style-type: none"> Class Exercise on Market Sizing Case Assignments
5	xx-Feb	<ul style="list-style-type: none"> Market Sizing & Sales Forecasting 	<ul style="list-style-type: none"> PM Chapters 7 	<ul style="list-style-type: none"> Class Exercise on Sales Forecasting Team Exercise
6	xx-Feb	<ul style="list-style-type: none"> Brand Building 	<ul style="list-style-type: none"> NBL Chapter 10 to 13 	<ul style="list-style-type: none"> Product Concept / Idea Presentation (All Teams)

Week	Date	Lecture Topics	[M] Text Chapters [E] Readings from e-reserves	Activities
		<ul style="list-style-type: none"> • Mid-Semester Break 		
7	xx-Feb	<ul style="list-style-type: none"> • Product Strategy • Brand Strategy 	<ul style="list-style-type: none"> • PM Chapters 8 	<ul style="list-style-type: none"> • Class Discussion on strategies
8	xx-Mar	<ul style="list-style-type: none"> • New Product Development 	<ul style="list-style-type: none"> • PM Chapter 9 	<ul style="list-style-type: none"> • Class Discussion
9	xx-Mar	<ul style="list-style-type: none"> • Pricing Decisions and Strategy 	<ul style="list-style-type: none"> • PM Chapters 10 	<ul style="list-style-type: none"> • Class Exercise on Pricing • Team Assignment Due
10	xx-Mar	<ul style="list-style-type: none"> • Marketing Communications 	<ul style="list-style-type: none"> • PM Chapter 11 & 12 	<ul style="list-style-type: none"> • Class Discussion on Case Assignment
11	xx-Mar	<ul style="list-style-type: none"> • Product Distribution 	<ul style="list-style-type: none"> • PM Chapter 13 	<ul style="list-style-type: none"> • Discussion on e-Commerce
12	xx-Apr	<ul style="list-style-type: none"> • Measuring the Marketing Investment 	<ul style="list-style-type: none"> • PM Chapter 16 	<ul style="list-style-type: none"> • Marketing Plan Presentations for Teams 1 to 4.
13	xx-Apr	<ul style="list-style-type: none"> • Revision 		<ul style="list-style-type: none"> • Marketing Plan Presentations for Teams 5 to 8

GUIDELINES FOR SHORT TEAM ACTIVITY

Write-ups for the short team activity will be due on Week 9. Students will be assigned a short case study. The team is required to analyze the case and answer the questions from the case by submitting a short report/write-up. During the class discussion on the case assignment, the team is expected to participate and defend their answers as submitted in the write-up.

Title Page	<i>On the title page, indicate title of the activity and list the names of all members as they appear on your matriculation cards. Also indicate your section group number (e.g., A2).</i>
Contents	3 pages (maximum)
Page Setup	1 inch margin all around, A4 size paper
Font	<i>use Times New Roman 12 as a guide for appropriate font size</i>
Spacing	1.5 lines spacing
References	<p>Please list all resources from which pertinent information is obtained. Clearly indicate the sources of information and year of publication (books, articles, news). Use the following format:</p> <p><u>For Websites:</u> website address, title (if any), date of access.</p> <p><u>For reports downloaded from Databases:</u> “Soft drinks – Singapore, 23 Jan 2010. Retrieved from Global Market Information Database (Euromonitor), 16 March 2010.</p> <p><u>For Newspaper Articles:</u> The Straits Times (2009), “Fined \$10,000 for Poisons in Salon: Newsvendor’s Eye Surgery Fouled Up,” September 19, Singapore.</p> <p><u>For Articles:</u> Isen, Alice and Paula Levin (1972), “Effect of Feeling Good on Helping: Cookies and Kindness,” <i>Journal of Personality and Social Psychology</i>, 21 (March), 384-388.</p> <p><u>For Books:</u> Schiffman, Leon G., and Leslie Lazar Kanuk (1994), <i>Consumer Behavior</i>, 5th ed., Englewood Cliffs, NJ: Prentice-Hall, Inc.</p>

GUIDELINES FOR TEAM PROJECT

There are TWO parts to the Group Project.

On Week 6, the team will be required to present their Product Concept or Idea to the class. Keep the presentation to 10 minutes and allow an additional 5 minutes for Q&A. No written report is required. Submit a hardcopy of the presentation slides.

On Week 12 or Week 13, the team will present their Marketing Plan based on the Product Concept and Idea to the class. The presentation should be kept to within 20 minutes with a 10 minutes Q&A following.

A written Marketing Plan in hardcopy will be submitted by ALL teams on Week 12 before the commencement of the presentations. Adopt the following format for the Marketing Plan.

Title Page	<i>On the title page, indicate title of the activity and list the names of all members as they appear on your matriculation cards. Also indicate your section group number (e.g., A2).</i>
Contents	<i>20 pages (maximum) excluding the appendix</i>
Page Setup	<i>1 inch margin all around, A4 size paper</i>
Font	<i>use Times New Roman 12 as a guide for appropriate font size</i>
Spacing	<i>1.5 lines spacing</i>
Appendix	<p>You may include but not limited to the following in the appendix.</p> <ol style="list-style-type: none">1) list of sources of information2) results/findings of any primary marketing research3) survey questionnaire4) detailed financial statements and projections5) technical drawings/illustrations6) location maps7) store/factory layout8) sample webpages9) any other information to support the marketing plan