

## Module Outline

**Module Code** : MKT3418/MKT3717  
**Module Title** : Product & Brand Management  
**Semester** : Semester I, AY2021/22  
**Faculty** : Assoc Prof Tan Soo Jiuan  
**Department** : Marketing  
**Email** : biztansj@nus.edu.sg  
**URL** : <https://bizfaculty.nus.edu.sg/faculty-details/?profId=91>  
**Telephone** : 6516 6206

### Overview

Why do companies need new products/brands? How do you develop new products/brands? Why do new products/brands fail? Are there ways to manage products/brands so that they last? What is brand equity and how do you build it? What are the challenges of a product/brand manager?

Are you interested in finding answers to the above questions? Are you prepared to get your hands dirtied? If yes, then this course is for you. This course takes a holistic approach towards product and brand management by examining the process from a new brand/product perspective.

### Module Objectives

The module is designed for students who are looking for an in-depth exposure to the development and management of products. Through theories and concepts, case analyses, problem sets, class debates and project assignments, this course prepares students for the customer-driven marketing challenges of a product/brand manager. A special feature of this course is its emphasis on hands-on learning of the new product development process.

### General Guide & Reading

1. The **main basic text** is:

Merle Crawford and Anthony Benedetto, ***“New Products Management” 12<sup>th</sup> Edition***, International Edition, McGraw Hill, 2021. **Do not buy the 11<sup>th</sup> Edition as there are substantial changes being made to the 11<sup>th</sup> Edition.**

2. The **main reference text for the Brand Management** lessons is:

Kevin Lane Keller and Vanitha Swaminathan, ***“Strategic Brand Management,” 5th Edition, Global Edition, 2019, Pearson.***

Additional **readings and cases (for presentations and hands-on discussions)** from trade and academic journals, popular press, and social media will be assigned throughout the semester.

## **Assessment**

| Assessment Components        | Weightage |
|------------------------------|-----------|
| Class Participation          | 15%       |
| Group/Individual Assignments | 15%       |
| Project                      | 30%       |
| Mid-term test                | 20%       |
| Final test                   | 20%       |
| Total                        | 100%      |

### **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’ 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 doubt, you should consult your instructor.

### **Additional guidance is available at:**

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

## Schedule and Outline

| Lesson/<br>Week | Topic   | Readings  | Activity<br>(preparation/cases & assignments/ follow-up readings & resources)  |
|-----------------|---|---|--|
| 1               | Course Introduction.<br><br>1. What Are the Elements of Product & Brand Management?   | Readings to be assigned from " <b>New Products Management</b> " 12 <sup>th</sup> Edition, and others. | Concepts & Theory:<br>1. Instructor's PowerPoint slides.<br>2. Readings assigned.<br><br>Hands-on practice:<br>Discussion in class.<br><br>Homework:<br>1. Fill up Learning Page.<br>2. Start scrapbook on Product & Brand Management.   |
| 2               | How Should Firms Analyse And Plan?  | Readings to be assigned from " <b>New Products Management</b> " 12 <sup>th</sup> Edition, and others. | Concepts & Theory:<br>1. Instructor's PowerPoint slides.<br>2. Readings assigned.<br><br>Hands-on practice:<br>Discussion of hands-on case.<br><br>Homework:<br>1. Fill up Learning Page.  |
| 3               | What Product Strategies Can Firms pursue?<br><br>The New Product Development Process. | Readings to be assigned from " <b>New Products Management</b> " 12 <sup>th</sup> Edition, and others. | Concepts & Theory:<br>1. Instructor's PowerPoint slides.<br>2. Readings assigned.<br><br>Hands-on practice:<br>Discussion of hands-on case.<br><br>Homework:<br>1. Fill up Learning Page.  |
| 4               | How Do You Design & Develop New Products? (I)   | Readings to be assigned from " <b>New Products Management</b> " 12 <sup>th</sup> Edition, and others. | Concepts & Theory:<br>1. Instructor's PowerPoint slides.<br>2. Readings assigned.<br><br>Hands-on practice:<br>1. Brainstorming session for new product ideas.<br>2. Product idea screening exercise.<br>3. Product concept writing exercise.<br>4. Discussion of hands-on case.<br><br>Homework:<br>1. Fill up Learning Page.<br>2. Prepare for class discussion.<br>3. Work on term project. |

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| 5                           | How Do You Design & Develop New Products? (II)   | Readings to be assigned from " <b>New Products Management</b> " 12 <sup>th</sup> Edition, and others. | <p>Concepts &amp; Theory:<br/>Instructor's PowerPoint slides.<br/>Readings assigned.</p> <p>Hands-on practice:<br/>Doing a product concept test.<br/>Doing a conjoint analysis.</p> <p>Homework:<br/>Fill up Learning Page.<br/>Prepare for class discussions.<br/>Work on Conjoint Analysis exercise.<br/>Work on term project.</p>              |
| 6                           | How Do We Test & Commercialize Products? (I)   | Readings to be assigned from " <b>New Products Management</b> " 12 <sup>th</sup> Edition, and others. | <p>Concepts &amp; Theory:<br/>Instructor's PowerPoint slides.<br/>Readings assigned.</p> <p>Hands-on practice:<br/>Doing a full screen.<br/>Forecasting for market potential.<br/>Case Presentation 1.</p> <p>Homework:<br/>Fill up Learning Page.<br/>Prepare for class discussions.<br/>Work on term project.</p>                               |
| Recess Week – Take a break! |  |   |   |
| 7                           | <p>How Do We Test &amp; Commercialize Products? (II)</p> <p><b><u>Mid-term test on Saturday 2 October 2021</u></b></p> | Readings to be assigned from " <b>New Products Management</b> " 12 <sup>th</sup> Edition, and others. | <p>Concepts &amp; Theory:<br/>Instructor's PowerPoint slides.<br/>Readings assigned.</p> <p>Hands-on practice:<br/>Designing &amp; Implementing a product taste test.<br/>Interpreting product test results.<br/>Case Presentation 2.</p> <p>Homework:<br/>Fill up Learning Page.<br/>Prepare for class discussion.<br/>Work on term project.</p> |

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| 8  | <p>Launching a new product.</p> <p>Managing the Product Life Cycle</p> | <p>Readings to be assigned from "<b>New Products Management</b>" <b>12<sup>th</sup> Edition</b>, and others.</p>                    | <p>Concepts &amp; Theory:<br/>Instructor's PowerPoint slides.<br/>Readings assigned.</p> <p>Hands-on practice:<br/>Demonstration of a product launch.<br/>Case Presentation 3.</p> <p>Homework:<br/>Fill up Learning Page.<br/>Prepare for class discussion.<br/>Work on term project.</p> |
| 9  | <p>What's in A Name? (I)<br/>Branding of Products.</p>                 | <p>Readings to be assigned from "<b>Strategic Brand Management</b>," <b>5<sup>th</sup> Edition, Global Edition</b>, and others.</p> | <p>Concepts &amp; Theory:<br/>Instructor's PowerPoint slides.<br/>Readings assigned.</p> <p>Hands-on practice:<br/>Case Presentation 4.<br/>Hands-on discussions.</p> <p>Homework:<br/>Fill up Learning Page.<br/>Prepare for class discussion.<br/>Work on term project.</p>              |
| 10 | <p>What's in A Name? (II)<br/>Branding Strategies</p>                  | <p>Readings to be assigned from "<b>Strategic Brand Management</b>," <b>5<sup>th</sup> Edition, Global Edition</b>, and others.</p> | <p>Concepts &amp; Theory:<br/>Instructor's PowerPoint slides.<br/>Readings assigned.</p> <p>Hands-on practice:<br/>Case Presentation 5.<br/>Hands-on discussions.</p> <p>Homework:<br/>Fill up Learning Page.<br/>Prepare for class discussion.<br/>Work on term project.</p>              |
| 11 | <p>What's in A Name? (III)<br/>Managing brand equity</p>               | <p>Readings to be assigned from "<b>Strategic Brand Management</b>," <b>5<sup>th</sup> Edition, Global Edition</b>, and others.</p> | <p>Concepts &amp; Theory:<br/>Instructor's PowerPoint slides.<br/>Readings assigned.</p> <p>Hands-on practice:<br/>Reviving a dying brand.<br/>Case Presentation 6.</p> <p>Homework:<br/>Fill up Learning Page.<br/>Prepare for class discussion.<br/>Work on term project.</p>            |

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| 12 | <p>What's in There for Me? Life of a Product/Brand Manager</p> <p><b>Final test<br/>Saturday 6 November<br/>2021</b></p> | <p>Readings to be assigned from "<b><i>New Products</i></b></p> <p><b><i>Management</i></b>" 12<sup>th</sup> Edition, and others.</p> | <p>Concepts &amp; Theory:<br/>Instructor's PowerPoint slides.<br/>Readings assigned.</p> <p>Hands-on practice:<br/>Talk by a Product/Brand manager.</p> <p>Homework:<br/>Fill up Learning Page.<br/>Study for final test.<br/>Work on term project.</p> |
| 13 | Term Project presentations.  |   |   |