

Course Outline

Course Code : MKT3717
Course Title : Product and Brand Management
Semester : Semester I, AY2023/2024
Faculty : Ms Elyena Lee
Department : Marketing
Email : elyena@nus.edu.sg

Overview

How do you build a brand and create successful product innovations? In this module, get a special insider's view backed by real case studies from the world's largest consumer goods companies and billion-dollar global brands; on how to build strong brands, identify and size potential for product innovations, develop strong product concepts and design product launch strategies.

Module Objectives

This module aims to equip students to be a product/brand innovation manager by developing students' marketing skills and theoretical knowledge in brand building and new products development. You will get the experience to think and act like a Brand Manager and be required to conduct real consumer immersions, go for store visits, evaluate data to develop need gaps and crack a winning concept board, product innovation prototype and launch strategy.

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

(1) The main reference text for Product Development is:

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

(2) The main reference text for the Brand Management is:

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

(3) Lecture Notes

Assessment

Assessment Components	Weightage
Class Participation	20%
Individual Assignment	30%
Group Project	50%
Total	100%

Individual Assignment (30%)

Deliverable: Students will be required to evaluate a brand's health and propose solutions on how to drive brand equity and incremental sales/market share

Guidelines:

- 5 pages, Helvetica, Font size 10
- 1.5 Line Spacing with default regular margins
- Not inclusive of Appendices and References

Deadline: Assignment is due on Week 7 (after Recess week), printed copy (double-sided printing) to be handed in during the class and soft copy uploaded onto Canvas.

Group Project (50%)

Deliverable: Each group will have to conduct and present consumer, market and competitor research, craft and optimise a product concept on a real brand, develop a product prototype and campaign launch plan.

Guidelines: PDF presentation slides (approximately 20-30 minutes long)

Deadline: Upload presentations on Week12 online, hard copy to be printed and handed in during class (double-sided printing, 2 slides per page)

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 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>

About me

Elyena is an experienced Brand and Product Innovations Manager, with a total of 8 years’ worth of experience in Brand Management from Unilever and L’Oreal Group. She has worked on multiple billion-dollar brands including *Garnier*, *Lux*, *Comfort*, *Breeze* and *Dove* and managing multiple emerging markets including Indonesia, Thailand, India, Vietnam, Latin America. She is also the current founder and CEO of *Soft Spot* - a family essentials brand available in major retailers and more than 10 countries worldwide.

Schedule and Outline

Lesson/Week	Topic	Chapter	Activity (preparation / cases & assignments / follow-up readings & resources)
1	Course Introduction + What is a Brand and how do we develop a Brand Strategy?	<i>"Developing a Brand Strategy, 5th edition"</i> Chapters 1-2	Hands-on practice: What is/are your favourite brand/s and how would you evaluate them using the Brand Resonance Pyramid as a guide? Discussion: What are some areas of improvement you would suggest these brands to act on?
2	What is Brand Equity and how do we build and measure it?	<i>"Developing a Brand Strategy, 5th edition"</i> Chapters 4-6 and Case Study Lecture Notes	Hands-on practice and Discussion: Case Study
3	How do we measure and deliver Brand Growth?	Lecture Notes	Hands-on practice and Discussion: Brand Growth Model
4	Why do we need New Product Developments (NPD) and what is the typical process of an NPD?	<i>"New Products Management, 12th edition"</i> Chapter 1,3	
5	How do we identify opportunities for and evaluate the business size of an NPD?	<i>"New Products Management, 12th edition"</i> Chapter 2	Hands-on practice: NPD potential sizing Homework: Gathering 20 consumer observations of a category of your choice
6	How to generate a winning Product Concept? Part I Insight Generation	<i>"New Products Management, 12th edition"</i> Chapter 4 Lecture Notes	Group work and Discussions: Generating lead insights from key consumer observations Homework: Generate Benefit and RTB statements based on Consumer Insights
Recess Week			

7	How to generate a winning Product Concept? Part II Benefit Statement & Reason to Believe (RTB)	<i>"New Products Management, 12th edition"</i> Chapter 4 Lecture Notes	<i>Submission:</i> <i>Individual Assignment</i> Discussion: Benefit and RTB statements based on Consumer Insights Homework: Concept board practice
8	How do you evaluate and test Product Concepts and NPDs?	<i>"New Products Management, 12th edition"</i> Chapter 7 Lecture Notes	Class Activity: Group coaching on work in progress concept boards
9	How to develop a Strategic Product Launch Plan and manage the Product Launch Cycle	<i>"New Products Management, 12th edition"</i> Chapter 14	Guest Lecturer (TBC)
10	Product Portfolio Management	Lecture Notes	
11	Developing a Winning Integrated Marketing Campaign for your NPD	Lecture Notes	
12	Team Presentations		<i>Submission:</i> <i>Group Project Presentation</i> Class Discussion
13	Team Presentations		Class Discussion