

Course Outline

Course Code : MKT3717
Course Title : Product & Brand Management
Semester : Semester 1, AY 2024/2025
Faculty : Assoc Prof Lee Yih Hwai
Department : Marketing
Email : bizleeyh@nus.edu.sg
URL : <https://discovery.nus.edu.sg/486>

Overview

This course provides a structured conceptual approach to understanding product and brand management, starting from the initial concept of a new product to the management of brand growth. The curriculum guides students through the essential stages of product ideation and development, underscoring the need to align product offerings with consumer requirements and market opportunities.

As the course advances, students will examine the various aspects of effective brand management. This includes the development of a brand strategy, the foundations of a requisite brand identity, and the adaptations to maintain brand relevance in a changing environment.

The course also delves into the application of quantitative approaches in the formulation of product and branding efforts, as well as in the assessment of outcomes from marketing activities in these domains.

Course Objectives/Learning Outcomes

To provide students with an understanding of:

- The role of product and brand management in value creation and delivery.
- The processes in developing new products from initial ideas to market launch.
- How to create and convey a clear product concept and its value propositions.
- The use of quantitative metrics to evaluate the success of products and brands.
- The creation of a brand identity that connects with consumers.
- The basics of building and maintaining brand equity.
- Managing brand development, including repositioning and expanding product lines.

The fields of product and brand management are areas of active academic research and professional practice. Scholars and practitioners continually propose new theories, models, and best practices based on their research and experiences. This ongoing contribution enriches the field but also adds to the growing list of frameworks and terminologies. We will discuss a plethora of conceptual frameworks to provide a systematic understanding of effective product and brand management practices. By integrating intellectual knowledge with practical hands-on experience, students will be prepared to make informed decisions in the areas of product and brand management in their future careers.

General Guide & Reading

There is no strict requirement for a text book but if you wish to have a resource to refer to and supplement your learning:

- Merle Crawford and Anthony Benedetto, “New Products Management” 12th Edition, International Edition, McGraw Hill, 2021.
- Kevin Lane Keller and Vanitha Swaminathan, “Strategic Brand Management,” 5th Edition, Global Edition, Pearson, 2019

We will primarily rely on the class notes that I will provide (in advance) to guide class discussions/learning.

Assessment Methods

Assessment Components	Weightage
Individual-based	
Class Participation (In-class Discussion)	15%
Class Participation (Quick Takes)	5%
Assignment (Peer Perspectives)	10%
Short-scenario quiz	10%
Individual Presentation (Group project)	10%
Group-based	
Mid-term Group Presentation (Group project)	10%
Final Group Presentation and Report (Group project)	40%

Assessment Summaries (more details will be provided in the first week of class)

- Class Participation (In-class Discussion): This will be based on attendance, timeliness, attentiveness, and active contribution to in-class discussions.
- Class Participation (Quick Takes): Each student will share an example of good or bad product design/branding in class.
- Assignment (Peer Perspectives): Each student will evaluate the new product ideas submitted by each project group for the group project.
- Short-scenario Quiz: This is an in-class, essay-type quiz in which students will provide their thoughts on a short scenario involving product development/branding.
- Individual Presentation (Group Project): This will be based on each student's individual presentation performance for the group project presentation.

About the Group Project (more details will be provided in the first week of class)

In the first class session, students will be divided into project groups based on preliminary enrollment figures. The project entails conceptualizing a consumer product aimed at the Generation Z market and crafting a corresponding brand launch plan. Initially, teams should brainstorm a range of product ideas, then narrow these down to one or two primary concepts in preparation for a mid-term 15-min group presentation. This presentation marks the first project deliverable. The project concludes with a second deliverable consisting of a detailed marketing plan, in the form of a 10-page written report and a 20-minute group presentation. This final submission should incorporate thorough market and consumer research to demonstrate an insight-driven strategy for the product development and launch.

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>

Schedule and Outline

Lesson/ Week	Topic	Assessment/Activity
1	Introduction to the Course: Scope, Outcomes, and Expectations <ul style="list-style-type: none"> ○ Overview of Course Content and Learning Outcomes ○ Defining Key Concepts: Value, Product (Management), and Brand (Management) 	
2	New Product and the New Product Development Process <ul style="list-style-type: none"> ○ Identifying Consumer Needs and Problems ○ Ideation Approaches and Screening of New Product Ideas 	
3	Product Concept and Value Proposition <ul style="list-style-type: none"> ○ Developing Product Concept and Value Proposition ○ Prioritizing Consumer Needs for Product Design/Development 	Assignment (Peer Perspectives)
4	Post-Launch Metrics <ul style="list-style-type: none"> ○ Identifying and Interpreting Post-Launch Metrics 	
5	<ul style="list-style-type: none"> ○ Measuring Product/Brand Performance 	
6	Group presentation of project proposals	
Recess Week		
7	Brand Identity and Positioning <ul style="list-style-type: none"> ○ The Significance of Brand Authenticity in Shaping Identity and Image ○ Conveying Identity through Brand Assets and Experiences 	
8	Building and Managing Customer-Based Brand Equity <ul style="list-style-type: none"> ○ Reviewing the Components of Customer-Based Brand Equity (CBBE) ○ Developing and Strengthening Brand Equity 	
9	Brand Growth and Evolution <ul style="list-style-type: none"> ○ From Reinforcement to Repositioning ○ Leveraging Brand Equity: Brand Extension and Co-Branding 	
10	Wrap-up: Talking Points in Product and Brand Management	Short-scenario quiz
11	Class will not be held as scheduled class day falls on Deepavali	
12 & 13	Group project presentation	Submission of final report (Week 12) and presentation (Week 12/13)