

## Course Outline

**Course Code** : MKT3717  
**Course Title** : Product and Brand Management  
**Semester** : Semester 2, AY 2024/2025  
**Faculty** : Ms Ho Lilian  
**Department** : Marketing  
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**URL** : <https://bschool.nus.edu.sg/marketing/faculty/>

### Overview

Product brand management involves the strategies and tactics employed to develop, position, and maintain a brand's identity and reputation in the marketplace. It encompasses a wide range of activities, including the creation of a brand's name, logo, and messaging, as well as the oversight of the entire lifecycle of a product—from development and introduction to growth, maturity, and decline.

A competent Product & brand manager will possess a blend of creativity, strategic thinking, and analytical skills. Are you ready to become one?

### Course Objectives

Upon successful completion of this course, you will be able to:

1. Build a career as a product/brand manager through developing one's marketing skills and theoretical knowledge in brand building and new products development
2. Prepare for the challenges of being a product/brand manager in a customer-driven era.
3. Evaluate customer data to develop gaps analysis, crack a winning concept board and launch a compelling marketing strategy.

### Assessment

Assessment	Descriptions	Weightage	Submission date
1. Individual Assignment	Individual: Written Assignment	35%	Week 8
2. Class Participation	Individual	15%	Ongoing
3. Padlet Contribution	Individual	20%	Ongoing
4. Group Project & Presentation	Group: Research findings & key learning points	30%	Week 11/12/13
		100%	

## **General Guide & readings**

This course will be delivered via in-classroom short lectures, case studies, brainstorming activities and discussions; and supplemented by directed reading and e-videos.

You are strongly encouraged to prepare by reading up the lecture notes and other materials prior class. Lecture notes and additional readings will be published on the weekend (or earlier) preceding the class.

I will start all classes on time as a respect to students who turn up on time. While punctuality will be factored in your class participation grade, if you will be late due to any unforeseen circumstance, please do not hesitate to inform me.

The classes are designed to be highly interactive and interesting. You are strongly encouraged to share your thoughts, insights and revelations about the ideas and concepts discussed in the classroom.

You are expected to submit your assignments on time. Please note that all deadlines are controlled (the folders for submission will be turned off after the deadlines). Please avoid last-minute submission. A penalty of 5% on the base marks will be deducted for each working day of late submission. Any late submission after five working days will be awarded zero mark.

### **Recommended textbooks:**

- 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, 2019, Pearson.

### **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/administrative-policies-procedures/acceptancerecord#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

## Schedule and Outline

Wk	Topic	Chapter/Activity
1	Course Introduction. What Are the Elements of Product & Brand Management?	<ul style="list-style-type: none"> <li>• New Products Management 12<sup>th</sup> Ed.</li> <li>• Other supplementary readings</li> </ul>
2	How Should Firms Analyse and Plan?	<ul style="list-style-type: none"> <li>• New Products Management 12<sup>th</sup> Ed.</li> <li>• Other supplementary readings</li> </ul>
3	What Product Strategies Can Firms pursue? The New Product Development Process.	<ul style="list-style-type: none"> <li>• New Products Management 12<sup>th</sup> Ed.</li> <li>• Other supplementary readings</li> </ul>
4	How Do You Design & Develop New Products? (I)	<ul style="list-style-type: none"> <li>• New Products Management 12<sup>th</sup> Ed.</li> <li>• Other supplementary readings</li> </ul>
5	How Do You Design & Develop New Products? (II)	<ul style="list-style-type: none"> <li>• New Products Management 12<sup>th</sup> Ed.</li> <li>• Other supplementary readings</li> </ul>
6	Launching a new product. Managing the Product Life Cycle	<ul style="list-style-type: none"> <li>• New Products Management 12<sup>th</sup> Ed.</li> <li>• Other supplementary readings</li> </ul>
Recess Week		
7	What's In A Name? (I) Branding of Products.	<ul style="list-style-type: none"> <li>• Strategic Brand Management, 5th Ed Global Edition</li> <li>• Other supplementary readings</li> </ul>
8	What's In A Name? (II) Branding Strategies	<ul style="list-style-type: none"> <li>• Strategic Brand Management, 5th Ed Global Edition</li> <li>• Other supplementary readings</li> </ul> <p style="color: red;">Submission of Individual Assignment (via Canvas)</p>
9	What's In A Name? Managing brand equity	<ul style="list-style-type: none"> <li>• Strategic Brand Management, 5th Ed Global Edition</li> <li>• Other supplementary readings</li> </ul>
10	Project Consultation	

11	<a href="#"><u>Group project submission &amp; presentation</u></a>	All groups to submit project report and slides (via Canvas) at least 24 hours before the lesson.
12	<a href="#"><u>Group project presentation</u></a>	
13	<a href="#"><u>Group project presentation</u></a>	