

Course Outline

Course Code : MKT3717
Course Title : Product & Brand Management
Semester : Semester 1, AY 2025/2026
Faculty : Assoc Prof Lee Yih Hwai
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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, with particular emphasis on using metrics to assess outcomes of these efforts.

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 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 use of quantitative metrics to evaluate the success of products and brands.

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 Take)	5%
Assignment (Peer Perspective)^	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%
<p>* Awarded marks will be adjusted with peer evaluation. ^ Please be mindful that late submission will immediately have the maximum achievable mark of the respective component capped at 50%. Additional penalties may be incurred depending on the extent of the lateness.</p>	

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

- Class Participation (In-class Discussion): This will be based on class attendance, class punctuality, attention and interaction during class.
- Class Participation (Quick Take): Each student will contribute by sharing a brief example of either excellent or poor product/branding, or any interesting experience involving a product/brand.
- Assignment (Peer Perspective): 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/brand management.
- 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 enrolment figures. The project entails conceptualizing a consumer product aimed at the Generation Z market and crafting a corresponding brand brief. 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 10-page written report and a 25-minute group presentation. This final submission should incorporate market and consumer research to demonstrate an insight-driven approach the group took to develop the chosen product concept and the associated brand brief.

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/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 Define Key Concepts: Value, Product (Management), Brand (Management), and Innovation 	
2	New Product Ideation Process <ul style="list-style-type: none"> Identify Consumer Needs and Problems Ideation Approaches and Screening of New Product Ideas 	Quick Take
3	New Product Concept and Value Proposition <ul style="list-style-type: none"> Develop Product Concept and Value Proposition Prioritize Consumer Needs for Product Design/Development 	Quick Take
4	Brand Identity and Positioning <ul style="list-style-type: none"> Components of Brand Identity From Brand Identity to Brand Positioning Significance of Brand Authenticity in Shaping Identity 	Quick Take
5	Building and Managing Customer-Based Brand Equity <ul style="list-style-type: none"> Brand Identity/Positioning through Brand Asset and Experience Components of Customer-Based Brand Equity (CBBE) 	Quick Take
6	Group presentation of new product concept proposal	Submit new product concept(s) (Group Project)
Recess Week		Submit assignment (Peer Perspective)
7	Brand Evolution and Growth <ul style="list-style-type: none"> From Reinforcement to Repositioning Leverage Brand Equity: Brand Extension and Co-Branding 	
8	Product/Brand Performance Metrics <ul style="list-style-type: none"> Understanding and using key metrics to gauge success of product/brand 	Quick Take
9		Quick Take
10		Quick Take
11	Catch-up and Wrap-up	Short-scenario quiz
12	Group presentation of project	Submission of final report and presentation
13		