

## Course Outline

**Course Code** : MKT3717  
**Course Title** : Product and Brand Management  
**Semester** : Semester 2, AY 2025/2026  
**Faculty** : Dr. Dayoung Kim  
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### Overview

Great products and brands rarely emerge by chance — they are the result of disciplined thinking, creative insight, and consistent strategic choices. This course takes a manager's perspective on how to build and sustain successful products and brands in a modern marketplace. It explores how firms identify unmet needs, design compelling offerings, and manage them across their life cycles.

Through a mix of frameworks, cases, and hands-on exercises, students will learn how to think more structurally about innovation and brand building. The course challenges participants to balance analytical reasoning with creativity, and to approach products and brands as living systems that evolve with consumers and culture.

### Course Objectives

This course aims to develop a mindset for making guided and creative decisions about products and brands. By the end of the course, students will be able to:

1. Think structurally about innovation — understand the sequence of decisions from identifying customer needs to developing, launching, and managing new products.
2. Apply qualitative and quantitative frameworks to analyze market opportunities, design and position products effectively.
3. Integrate consumer insight with managerial judgment to make balanced choices between creativity and control, short-term performance and long-term brand health.
4. Develop strategic thinking and communication skills to articulate a coherent product or brand vision that aligns with broader business goals.
5. Reflect on your own role as a product or brand manager, learning to apply the same principles to personal and professional growth.

## **Assessment**

Assessment Components	Weightage
Group Project on New Product Launching	
- Group presentations	25%
- Final marketing plan report	20%
Individual Tests	
- Midterm Test	20%
Individual Participation	
- 3-min product idea talk	5%
- In-class discussion	25%
- Peer evaluation	5%

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

### **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

<b>Lesson/ Week</b>	<b>Session</b> (lesson summary or outline / learning objectives / preparation / cases & assignments / follow-up readings & resources)
1	Course Intro Product and brand; product management in the AI era
2	New Product Planning and Concept Generations Ideation, concept generation, and customer insight generation; hands-on exercise: Market sizing and opportunity identification
3	New Product Concept Evaluation and Development Product architecture and prototyping, concept evaluation and testing
4	Guest Speaker: Service Design and Brand Storytelling
5	Product Launching and Market Testing Conjoint analysis for NPD, Considerations for market testing
6	Market Experiment and Project Scheduling Forecasting demand and experimentation; Project scheduling on launch decisions
	(Spring Recess)
7	Midterm Test and Team Progress Check
8	Design Thinking & Human-Centered Innovations Case study: IDEO's human-centered service design
9	Personal Branding and Brand Strategy What's in a name? Branding naming and positioning exercise
10	Brand in the Digital & AI Era Building and sustaining strong brands; brand identity, storytelling with AI tools;
11	NUS Well-being Day (2 Apr 2026)
12	Group Project Presentation (part 1)
13	Group Project Presentation (part 2)