

**NATIONAL UNIVERSITY OF SINGAPORE
NUS BUSINESS SCHOOL
Department of Marketing**

MKT3418 Product & Brand Management

Lecturer: Ms Pauline Ong

Session: Semester II, AY2016/2017

A product with superior performance should sell better than competitors'. Brand managers' utmost important task is to come up with interesting advertisements. When launching a new product, people might think that the cheaper it is, the better to attract customers. The truth is- absolutely not! As there are many psychological play at work whilst making a purchase decision. After taking this course, you will be given an insight into the various marketing factors and identify the intricacies of product and brand management. This course is designed to help students learn different tasks and decision making processes of a product manager, and understand how each task comes together for a successful product launch and brand management. There will be many different forms of learning, case study analysis, role play and hands on assignments.

COURSE OBJECTIVES

The goal of the course is to prepare students for the customer- driven marketing challenges of a product/brand manager. A special feature of this course is its emphasis on hands-on learning of the new product development process so that students acquire the following basic knowledge of framework and analytical skills to launch a new product with clear brand positioning.

1. Market opportunity assessment
2. Market segmentation
3. Product strategy and Brand equity
4. Consumer Management
5. Integrated marketing for successful launch

PRE-REQUISITE

MKT1003/MKT1003X: Principles of Marketing

TEXTS

- Required Text: The Essence of Product Management and Marketing, 1st Edition. McGraw Hill (to be determined)
- Reference Text: Strategic Brand Management, Kevin Lane Keller, 4th Edition, Pearson
Marketing Plans, Malcolm McDonald and Hugh Wilson, 7th Edition, Wiley

ASSESSMENT METHODS

a) MCQ Quiz	10%
b) Product Marketing Proposal (Group assignment)	10%
c) Product Marketing Plan (Group assignment)	20%
d) Marketing Plan Presentation	20%
e) Final Test	40%
TOTAL	100%

- a) MCQ (10%)
An MCQ Test will be given at the end of lecture 6 to test the students' understanding from Lectures 1-5
- b) Product Marketing Proposal (10%)
An organisation will be invited to share their mission and vision as well as an insight into the products that they have. Students will need to work in groups to discuss how they could launch the various products in the company.
The findings will be put up as a proposal to the management of the company.
- c) Product Marketing Plan (20%)
- This is a continuation of the marketing proposal. Students working in the same group must identify, analyse and critically evaluate relevant internal and external market information from a strategic orientation to focus on the development of a product marketing strategy;
 - develop an integrated product marketing strategy based on logical arguments and well-reasoned justification;
 - devise integrated implementation, evaluation and control procedures for a marketing plan;
 - work creatively to devise a product marketing plan that delivers a competitive advantage; and
 - demonstrate effective communication skills and the ability to work with others in a professional manner.

d) Presentation of Product Marketing Plan (20%)

This will be assessed by the company based on the following criteria:

Presentation
Content
Scope, quality and use of research (secondary & primary) to support analysis and discussion
Application of concepts
Critical analysis in Product Marketing context
Recommendations
Implications
Process- Delivery (Team Effort)
Visual aids- relevance , clarity, design, support
Innovative/creative/ interesting delivery- ability to capture audience attention
Team coordination
Ability to facilitate discussion/respond to questions and engage
Communication skills – speech clarity, speed, modulation, good eye contact, non verbal communication, professionalism (dress & manner). Do not read from notes.

e) Final Test (40%)

A final written close book test will be held in the last session.

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/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

Summary of Class Schedule

Week	Readings	Topic	Assignments
1 10/1	PM: Chapters 1-2	a) Course Overview b) Principles of Product & Brand Management	
2 17/1	MM: Chapters 3	Analysing and evaluating the marketing environment Case Study: Method for Success	Product marketing proposal & plan
3 24/1		Guest Speaker	Product marketing proposal & plan
4 31/1	PM: Chapter 8 MM: Chapter 6	Product Strategy & Brand Equity Consumer and Organisational Behaviour Case Study: Caught Red Handed (Nestle)	Product marketing proposal & plan
5 7/2	PM: Chapter 9 NPM: Chapter 4	Product Development Concept Generation Consultation	Product marketing proposal & plan
6 14/2	MM: Chapter 7	Product Strategy and New Product Development MCQ Test	<i>Submission of Product marketing Proposal</i> Product marketing plan
Recess Week (18/2 -26/2)			
7 28/2	Brand Mgmt book: Chapter 2	Strategic Brand Management Case Study: Porsche: Guarding the Old and Bringing the New	Product marketing plan
8 7/3	MM: Chapter 10,11	New Product Launch & Marketing Mix (I) Activity – Creative Ideas	Product marketing plan
9 14/3	MM: Chapter 13	New Product Launch & Marketing Mix (II) Activity: It's Shopping Time!	Product marketing plan
10 21/3		Revision & Consultation	Product marketing plan
11 28/3		Group Presentations I	<i>Submission of Product Marketing Project</i>
12 4/4		Group Presentations II & Project Review	
13 11/4		Final Test	