

Product & Brand Management

1. Product Management

- 1.1. Product Classification, Levels
- 1.2. Product Mix and Product Line Decisions
- 1.3. New Product Development Process

2. Marketing Organizations

- 2.1. Product Focused Organization
- 2.2. Market Focused Organization

3. Market Potential & Sales Forecasting

- 3.1. Forecasting target market potential and sales
- 3.2. Methods of estimating market and sales potential
- 3.3. Method of Sales forecasting

4. Developing Product Strategy: Objectives & Alternatives

- 4.1. Product Strategy in Product Life Cycle
- 4.2. Customer and Competitor Analysis
- 4.3. Factors Influencing Design of The Product,
- 4.4. Changes Affecting Product Management

5. Branding: Definitions, Significance

- 5.1. Product Vs Brands
- 5.2. Brand Identity and Brand Image

6. Brand knowledge

- 6.1. Brand portfolios and market segmentation

7. Brand Building

- 7.1. Steps in Brand Building
- 7.2. Brand Positioning
- 7.3. Defining and establishing brand values

8. Designing & Sustaining Branding Strategies

- 8.1. Brand Hierarchy
- 8.2. Brand Strategies: Product Brand, Line Brand, Range Brand, Umbrella Brand, Source Brand and Co Branding
- 8.3. Brand Extension, Types of brand extension
- 8.4. Managing Brand over Time

9. Brand Leveraging & Brand Performance:

- 9.1. Establishing brand equity management system
- 9.2. Measuring sources of brand equity
- 9.3. Co-branding
- 9.4. Celebrity endorsement

10. Brand Equity: Concept, Significance

- 10.1. Brand Equity Models
- 10.2. Building Brand Equity
- 10.3. Measuring Brand Equity
- 10.4. Managing Brand Equity