Indian Institute of Technology Guwahati
Proposal for a New Course/ ~~Revision of a Course~~

Course Number & Title: BM 647H & Product and Brand Management	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Elective	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	

Course Content/ Syllabus *(as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity, ...)*

Overview of product, Product life cycle, Market-product fit; Positioning and reverse positioning, product augmentation; Product planning and entry into market; New product development and challenges; Brand and brand management; Customer based brand equity and brand positioning; Brand resonance and the brand value chain; Choosing brand Eeements to build brand equity; Designing marketing programs to build brand equity; Integrating marketing communications to build brand equity; Leveraging secondary brand associations to build brand equity; Designing and implementing brand architecture strategies; Naming new products and brand extensions; Managing brands over time; Managing brands over geographic boundaries.

Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".

Texts: (Format: Authors, *Book Title in Italics font*, Volume/Series, Edition Number, Publisher, Year.)

1.	Keller, K. L., Parameswaran, M. G., & Jacob, I., *Strategic brand management: Building, measuring, and managing brand equity*, 4th Edition, Pearson, 2015.
2.	Lehmann, D.R., & Winer, R.S., *Product Management*, 4th Edition, McGraw-Hill, 2017.
3.	

References: (Format: Authors, *Book Title in Italics font*, Volume/Series, Edition Number, Publisher, Year.)

1.	
2.	

Detailed Course Content (Optional)
It will not be included in the Courses of Study Booklet

Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		