

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Marketing

MKT3418B Product & Brand Management

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Session : Semester I, 2014/2015

Course Objectives

Why do companies need new products/brands? How do you develop new products/brands? Why do new products/brands fail? Are there ways to manage products/brands so that they last? What are the challenges of a product/brand manager?

Interested in finding answers to the above questions? Prepared to get your hands dirtied? Then this course is for you. **This course takes a holistic approach towards product and brand management by examining the process from a new brand/product perspective.** It is designed for students who are looking for an in-depth exposure to the development and management of products. Through theories and concepts, case analyses, problem sets, class debates and project assignments, this course prepares 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.

Prerequisite:

MKT 1003 Principles of Marketing

Course Outline

This course achieves the above objectives by examining the following topics:

1. Why do we need Product and Brand Management?
2. What Product Strategies Can Firms Pursue?
3. What Are New Products and Why Do We Need Them?
4. Why Do Some Products Succeed and Some Fail?
5. How Do You Derive New Product Ideas?
6. How Do You Design & Develop New Products?
7. How Do You Test & Commercialize Products?
8. How Do You Manage the Product Life Cycle?
8. What's In A Name? (I) Naming New Products
9. What's In A Name? (II) Managing Brand Equity

10. What's In There For Me? A Career in Product/Brand Management

Assessment Methods

Class Participation	15%
Group/Individual assignments	15%
Project	30%
Tests & Quizzes	40%

Student's Responsibilities

Students are responsible for all readings assigned, either from the basic text, reference text, or handouts. **Passive learning is strongly discouraged** and students **must come prepared to participate actively** in class discussions and case analyses, regardless of whether they are involved in the presentations or not.

Students will form groups to carry out a new product project. Details of the term project will be announced to the class in due course.