

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Marketing

MKT3418B Product & Brand Management

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Session : Semester I, 2015/2016

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. What Are the Elements of Product and Brand Management?
2. How Should Firms Analyse and Plan?
3. What Product Strategies Can Firms Pursue?
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, group/individual assignments, term project, and tests & quizzes.

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.

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/>