

## Detailed Lecture Schedule – eMDP (PBM II)

Time: 1915 – 22:05

Session No.	Date	Topic	Coverage of Topics	Case/Reading	Faculty Name
1 & 2	22-05-2022	Introduction to the Product Management and Case Method pedagogy	<ul style="list-style-type: none"> <li>• What is Product</li> <li>• Product Concepts</li> <li>• Classification of Products</li> </ul>	Peebuddy: ladies, it's time to stand-up!	Dr. Archit Tapar
3-4	29-05-2022	Macro and Micro Environment Analysis	<ul style="list-style-type: none"> <li>• 5 C Analysis</li> </ul>		Dr. Rajat Sharma (VF)
5-6	05-06-2022	Understanding Consumer needs and Buying behavior	<ul style="list-style-type: none"> <li>• Blackwell and Miniard model of CB</li> <li>• Stated versus unstated needs</li> <li>• Influencing factors in customer decisions</li> <li>• Individual differences</li> </ul>	(a) Gender effects on impulse buying behavior [Emerald]  (b) Internal workforce, symbolism and licensed products: 17th Asian Games [Emerald]	Dr. RS Yadav
7-8	12-06-2022	Product Development Strategy and Idea Generation	<ul style="list-style-type: none"> <li>• New Product Development</li> </ul>	Case: ChotuKool:” Little cool, “Big Opportunity	Dr. SK Pandey
9-10	19-06-2022	Concept development and testing	<ul style="list-style-type: none"> <li>• Developing efficient product concepts</li> <li>• Tradeoffs involved in product development</li> </ul>	SweetWater	Dr. Archit Tapar
11-12	26-06-2022	Test Marketing and launch	<ul style="list-style-type: none"> <li>• Test Marketing</li> <li>• Analysing Test market results</li> <li>• Deciding on national launch on the basis of test markets</li> </ul>	Household Product (India) Limited (D)	Dr. Archit Tapar
13-14	03-07-2022	Product Life Cycle and Diffusion of Innovation	Different Stages in the product life cycle Factors influencing diffusion of innovation Categories of adopters	Book Chapter: chapter 11, · MKTG Principles of Marketing Lamb, Hair, Sharma and McDaniel, Latest Edition (2015 or recent), Cengage Learning, India Case: Suryodaya Private Limited, IIMA/MAR0070 Waage, F. (2010), "Predicting a new brand's life cycle	Dr. Kuldeep Baishya

				trajectory,” a brand is Lawrence, K.D. and Klimberg, R.K. (Ed.) Advances in Business and Management Forecasting (Advances in Business and Management Forecasting, Vol. 7), Emerald Group Publishing Limited, Bingley, pp. 121-134. <a href="https://doi.org/10.1108/S1477-4070(2010)0000007011">https://doi.org/10.1108/S1477-4070(2010)0000007011</a>	
15-16	17-07-2022	Product Portfolio and Product Mix Strategy.	<ul style="list-style-type: none"> <li>● SBU concept</li> <li>● Resource Allocation using BCG</li> <li>● Application to product portfolio decisions</li> <li>● Innovative extensions of BCG</li> </ul>		Dr. Sanket Dash
17-18	24-07-2022	Segmentation and Product differentiation Strategies.	<ul style="list-style-type: none"> <li>● Select a Target</li> <li>● Competitive Frame Of Reference &amp; POD</li> <li>● Positioning</li> </ul>	<p>(a) The wellness zone headmasters salon and spa: managing growth [Emerald]</p> <p>(b) Micromax Informatics Ltd: Marketing strategy for emerging markets [Emerald]</p>	Dr. RS Yadav
19-20	31-07-2022	Understanding Brands and Brand Management	<ul style="list-style-type: none"> <li>● What is Brand</li> <li>● Role of Brand</li> <li>● Attributes of a strong brand</li> </ul>	<p>C1: Amazon India’s “Apni Dukaan”: branding strategy [Emerald]</p> <p>2. Marketing brand Aava: not as simple as water [Emerald]</p>	Dr. RS Yadav
21-22	07-08-2022	Understanding and Measuring Brand Equity	<ul style="list-style-type: none"> <li>● Concept of Customer-Based Brand Equity</li> <li>● Different approaches for measuring Brand Equity</li> </ul>	Computron Inc Case	Dr. SK Pandey

23-24	14-08-2022	Managing Brand Identity, Image, and Positioning	<p>Concepts of</p> <ul style="list-style-type: none"> <li>• Brand Identity,</li> <li>• Brand Image, and</li> <li>• Brand Positioning</li> </ul>	<p>(a) Scorpio from Mahindra Developing Brand [IIMA cases]</p> <p>(b) Post acquisition brand identity: acquisition of Flipkart group by Walmart Inc. [Emerald]</p>	Dr. RS Yadav
25-26	21-08-2022	Brand Extension Decision	<p>What is a brand extension</p> <p>Why do firms need to extend brand</p> <p>Problems with brand extension</p> <p>How customers evaluate the brand extension</p>	<p>Article: Note on brand extensions, IIMA/MAR0388TEC</p> <p>Case: Dettol: Managing brand extensions, IIMA/MAR0388</p>	Dr. Kuldeep Baishya
27-28	28-08-2022	Managing a Multi-Category Brand	<ul style="list-style-type: none"> <li>• Strategy for managing multi-category brands</li> </ul>		Dr. Rajat Sharma (VF)
29-30	04-09-2022	Building and Managing Global Brands	<ul style="list-style-type: none"> <li>• Brand centric approach to Globalization</li> </ul>	BOS Brands: challenges of internationalization	Dr. Archit Tapar
31	11-09-2022	Managing Brand Recovery During Crisis	<ul style="list-style-type: none"> <li>• Brand failure</li> <li>• Brand recovery during the crisis</li> </ul>	Taj: I will prevail. Exemplifying customer service in times of crisis	Dr. Ankit Kesharwani
32	11-09-2022	Dealing with Counterfeit brands	<ul style="list-style-type: none"> <li>• Impact of counterfeit brands</li> <li>• Possible actions to deal with counterfeit brands</li> </ul>	Can Knockoffs Knock out Your Business?	Dr. Ankit Kesharwani
33-34	18-09-2022	Go-To-Market Strategy for a New Brand	<p>What is go to market strategy</p> <p>Components of marketing strategy</p> <p>Go to market strategy - new brand vs. established brand</p>		Siva M Kumar (VF)
35-36	25-09-2022	Managing Brand Transition / Repositioning	<ul style="list-style-type: none"> <li>• Managing brands over time.</li> </ul>	VNFPP Ltd., IIMB Case	Dr. SK Pandey
37-38	16-10-2022	Branding in the Digital Age	<ul style="list-style-type: none"> <li>• Challenges and opportunities of branding in the digital age</li> </ul>	Branding in the Digital Age (HBS - R1012C)	Dr. Ankit Kesharwani
39-40	23-10-2022	Project Presentations			Dr. Archit Tapar