

**Dr. JAYANTA CHATTERJEE**

**Course Outline**

**Week One**

**Title:** Product Strategy Management  
**Prerequisite:** Marketing Management (Basic Course)

**Course Brief:**

Organizations today are in constant tension to deliver new offerings that will attract early adopters but can withstand the constant competitive pressure of cost and features when it succeeds to reach the mainstream. Thus Products need to be actively managed across their life cycles and success depends on managing the creative tension of multiple simultaneous challenges.

The course relies on blending learning by doing and case based inductive learning.

**Course Modules:**

- Introduction to Products-Market-Strategy as an Ecosystem (Reading +Case Study)
- Opportunity Sensing to Concept Innovation (+ CVP based Protocepting Assignment)
- Voice of Customer -Tools for Concept Shaping (+ Field Work and Modeling)
- Path to market and Managing over PLC
- Prototyping --From Ideation to Rough Prototyping Project

**Selected Text:**

- Product Strategy Management by Baker & Hart, 2<sup>nd</sup> Edition, Pearson India
- Innovation Management and New Product Development by Trott, 4<sup>th</sup> Edition, Pearson India
- Value Proposition Design by Osterwalder & others, 2015 Edition, Wiley India

**Reference Books:**

- Product Design by Shetty, 2016 Edition, Cengage India
- Getting Design Right by Jackson, CRC Press
- Venture Design by Knott, Sage Publications

**Week 2**

**Title:** Brand Management  
**Prerequisite:** Marketing Management (Basic course)

**Course Brief:**

Brand Management success depends on managing the dynamics of the business model evolution that can navigate parity and differentiation trade-offs -the challenge of 'perennial renaissance'.

The course relies on a multidisciplinary approach to Brand -design, engineering and marketing in response to today's need for the whole solution.

**Course Modules:**

- The Strategic framework of Brands and Branding-Positions (+ Case Study)
- Customer-based Brand Equity (+ class exercise)
- Choosing Brand Elements to build Brand Equity

- Brand Marketing Programs ( + Case Study and Exercise )
- Measuring Brand Equity
- Brand Life cycle Management
- Brands , Social Media and Networks

**Selected Text:**

- Strategic Brand Management by Keller, K. L., Parameswaran, M. G., & Jacob, I., 4th Edition, Pearson

**Reference Books:** Strategic Brand Management by Kapferer, J. N, Kogan Page India Private Limited  
Creating Powerful Brands by Chernatony, McDonald and Wallace, Routledge