

# FLEXIBLE MBA

S U C C E S S   O N   Y O U R   S C H E D U L E

## Product and Brand Management (MK 8620)

◆ SYLLABUS ◆

FALL 2017



**Center for Excellence in  
BRAND & CUSTOMER MANAGEMENT**

### **Professor V. Kumar**

*Regents' Professor*

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*&*

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*Office Hours: By appointment*

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## Course Objectives

1. Familiarize students with applications of new product management, planning and policy techniques, essentials of branding, and approaches to effective branding strategy
2. Understand concepts & processes involved in new product development & on brand building
3. Introduce branding strategies, models, and framework to help you make better branding decisions and manage the brand-customer alignment
4. Conduct business analyses for new products and brands
5. Understand test marketing, product introduction, and brand image
6. The course also emphasizes the following:
  - a. Translation of marketing decisions to financial criteria
  - b. Product portfolio decisions
  - c. Marketing planning models
  - d. Brand equity concepts
  - e. Brand building strategies
  - f. Brand development

## Method of Instruction

The method of instruction will be a combination of lecture-notes, interactive discussions, and problem solving exercises. Students will also be responsible for solving short cases and assignments dealing with new product development and branding concepts and tools.

**The course also has an online component for discussion of concepts and assignments.** Class notes and assignments will be posted on Dr. Kumar's website ([www.drvkumar.com/pbm2017](http://www.drvkumar.com/pbm2017)). The password to download the notes would be provided in class and it would vary for each class. Students are expected to attend each class, download the course materials, and solve the assigned problems in class. Students are expected to go through the readings and work on the assignments as per the indicated schedule. All assignments should be submitted in the dropbox on the iCollege webpage (<https://gastate.view.usg.edu>). **All students are required to bring their calculators/laptops, as it will be needed to solve assignments in the class.**

The classes will be held in **classroom 413 at the Buckhead Center (Tower Place 200, 3348 Peachtree Road NE, Atlanta, GA 30326)**. TA for this course is Orhan Bahadır Doğan (email: [odogan1@gsu.edu](mailto:odogan1@gsu.edu)).

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## Reading Material

1. Soft copy of the lecture notes are distributed at the end of each class
2. Suggested reference books (Not required to buy)
  - a. **Design and Marketing of New Products** by Urban, G.L. and J.R. Hauser, Englewood Cliffs, N.J. Prentice Hall. 1993, *ISBN # 0-13-201667-6*
  - b. **Strategic Brand Management, 3rd ed.** by Keller, Kevin Lane, Prentice Hall. 2008, *ISBN # 0-13-188859-5*

## Required Readings

1. Chandy, Rajesh K., and Gerard J. Tellis (2000), “The Incumbent’s Curse? Incumbency, Size, and Radical Product Innovation,” *Journal of Marketing*, 64(3), pp. 1 – 17.  
<http://www.jstor.org/stable/pdfplus/3203484.pdf>
2. Kumar, V. and Trichy V. Krishnan (2002), “Multinational Diffusion Models: An Alternative Framework,” *Marketing Science*, Vol. 21, No. 3 (Summer, 2002), pp. 318 – 330.  
<http://www.jstor.org/stable/pdfplus/1558047.pdf?acceptTC=true>
3. Armstrong, J. Scott, Morwitz, Vicki G. and V. Kumar (2000), “Sales forecasts for existing consumer products and services: Do purchase intentions contribute to accuracy?” *International Journal of Forecasting*, 16(2000), pp. 383 – 397.  
<http://www.sciencedirect.com/science/article/pii/S0169207000000583>

**Notes: Please connect to GSU campus network before downloading each article following the hyperlink. If you are off-campus, please use VPN to connect to the GSU network.**

<http://www.gsu.edu/ist/software/virtual-private-network.html>

## Method of Evaluation

Class Participation	5%
Assignment#1 a, b, c: Readings-based Questions	15%
Assignment#2: DVDs and Blue-Ray Assignment	10%
Assignment#3: Perceptual Mapping and Preference Analysis	10%
Assignment#4: Sampling	10%
Assignment#5: Branding Exercise	10%
Assignment#6: Panel Data Model	10%
Final Test	30%
<b>Total</b>	<b>100%</b>

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All assignments should be submitted by 5pm on the designated due dates.\*

**\*The professor reserves the right to change the dates (to one of the other dates mentioned in GoSOLAR) if needed. Thank you for understanding. Please come prepared to the class with the readings assigned for the day.**

## Tentative Class Schedule

*September 8, 2017 (Friday, 5:00 pm to 8:30 pm) - Session 1*

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1. Introduction to New-Product Development
  - a. Overview and Perspective
  - b. Initiating Factors
  - c. Role of New-Product Management
  
2. Innovation Strategy (Part I)
  - a. Key Sources of Innovation
  - b. Areas to Innovate

**Due on September 14 (5PM), 2017**

*Assignment #1a:* Reading-Based Questions #1

### **Reading**

Chandy, Rajesh K., and Gerard J. Tellis (2000), "The Incumbent's Curse? Incumbency, Size, and Radical Product Innovation," *Journal of Marketing*, 64(3), pp. 1 – 17

*September 9, 2017 (Saturday, 9:00 am to 12:30 pm) - Session 2*

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3. Innovation Strategy (Part II)
  - a. Relationship to Corporate Strategy
  - b. Reactive and Proactive Strategies
  
4. Opportunity Identification
  - a. Market Growth Models
  - b. Desirable Characteristics of markets

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c. Market Definition

*In-class Assignment:* Bass Market Growth/Diffusion Model (Problem Set)

**Due on September 21 (5PM), 2017**

***Assignment #2:*** DVDs and Blue-Ray Assignment (Problem Set)

***Assignment #1b:*** Reading-Based Questions #2

***Reading***

Kumar, V. and Trichy V. Krishnan (2002), "Multinational Diffusion Models: An Alternative Framework," *Marketing Science*, Vol. 21, No. 3 (Summer, 2002), pp. 318 – 330

***September 9, 2017 (Saturday, 1:30 pm-5:00pm) – Session 3***

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5. Idea Generation

6. Design Process (Part I)

- a. Customer Measurements
- b. Perceptual Maps, Value Maps
- c. Factor Analysis, MDS
- d. Preference Analysis

**Due on September 25 (5PM), 2017**

***Assignment #3:*** Perceptual Mapping and Preference Analysis (Problem Set)

***September 22, 2017 (Friday, 5:00 pm to 8:30 pm) – Session 4***

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7. Design Process (Part II)

- a. Benefit Segmentation
- b. Estimating Sales Potential

P&G Video: Setting the Right Marketing-Mix Strategy in Emerging Markets

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## ***September 23, 2017 (Saturday, 9:00 am to 12:30 pm) – Session 5***

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8. Design Process (Part II)
  - a. Designing for Quality, Marketing Mix Elements
  
9. Introduction to Brand Management
  - a. What is Brand?
  - b. Do Brands Matter?
  - c. What can be branded?
  - d. Branding Challenges and Opportunities
  - e. Strategic Brand Management Process

**Due on October 2 (5PM), 2017**

***Assignment #4:*** Sampling (Problem Set)

***Assignment #1c:*** Reading-Based Questions #3

### ***Reading***

Armstrong, J. Scott, Morwitz, Vicki G. and V. Kumar (2000), “Sales forecasts for existing consumer products and services: Do purchase intentions contribute to accuracy?” *International Journal of Forecasting*, 16(2000), pp. 383 – 397

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## ***September 23, 2017 (Saturday, 1:30 pm-5:00pm) – Session 6***

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10. Brand Equity
  - a. What is Brand Equity
  - b. Brand Equity Model
  - c. Managing Brand Equity
  
11. Elements to Build Effective Brands
  - a. Criteria for Choosing Brand Elements
  - b. Constituents of an Ideal Brand
  - c. Effective Branding Strategy
  
12. Testing and Improving New Products
  - a. Advertising Testing
  - b. Product Testing

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- c. Pre-Test Marketing

**Due on October 9 (5PM), 2017**

***Assignment #5:*** Branding Exercise

***October 6, 2017 (Friday, 5:00 pm to 8:30 pm) – Session 7***

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- 13. Testing and Improving New Products
  - a. Test Marketing
  - b. Analyzing Test Markets
  
- 14. Product Introduction and Life Cycle Management
  - a. Product Launch
  - b. Strategies over the Life Cycle
  
- 15. Correlates of success and reasons for failure
  - a. Correlates of success
  - b. Product Failures
  
- 16. Overview of the Course

**Due on October 13 (5PM), 2017**

***Assignment #6:*** Panel Data Model (Problem Set)

***October 20, 2017 (Friday, 5:00 pm to 8:30 pm) – Session 8***

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Final Test