

# Product & Brand Management

## Introduction

Welcome to the Product & Brand Management online course—a comprehensive journey through the core principles, strategies, and practices that drive successful products and powerful brands. This course is designed to equip you with a solid foundation in product management, starting from basic concepts and life cycle strategies to product line decisions and portfolio management. You'll explore how organizations innovate through new product development, from idea generation to launch.

On the branding front, you'll dive deep into the evolution of branding, brand equity, and the key elements that build strong, lasting brands—including identity, image, and positioning. You'll also understand how to structure brands effectively through brand architecture and manage them across markets and time. Finally, you'll learn how to measure and enhance brand equity in a dynamic business environment. Whether you're a student, entrepreneur, or marketing professional, this course offers the tools and insights to help you build impactful products and memorable brands.

## What will you learn?

- **Product Management: Basic Concepts**
- **Product Life Cycle (PLC)**
- **Product Line Decisions**
- **Product Portfolio**
- **Organizing for New Product Development**
- **Generation, Screening and Development of New Product Ideas**
- **Concept Development Testing and Physical Development of the Product**
- **New Product Launch**
- **Branding Concepts and Evolution**
- **Brand Equity**
- **Brand Building Blocks: Identity Image and Positioning**

- **Brand Architecture and Brand Extension**
- **Enhancing Brand Equity**
- **Managing Brands Over Time and Across Geographies**
- **Measuring Brand Equity**

### **What You Get in This Course?**

- **Module-Wise Study Material:** A structured approach to learning, with In-depth Study Materials provided for each module to understand the topic better in an easy format.
- **Video Tutorials:** Module-wise video tutorials that explain each topic briefly through textual, pictorial and graphical with audio explanation representations to enhance your learning experience.
- **Important Questions with Answers:** This section includes essential questions with their answers for each module to solidify the student's knowledge.
- **Practice MCQs:** After studying each module the student can check their understanding with a practice MCQ quiz designed to reinforce learning.
- **Final Exam Quiz:** A comprehensive quiz at the end of the course to test the student's overall Study and Knowledge of the course
- **Course Completion Certificate:** A Course Study Completion Certificate is awarded upon achieving at least 40% marks in the Final Exam Quiz.