

# Product and Brand Management SOLVED NOTES EBOOK CHAPTERWISE



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## **Short Description**

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**Product Details: Product and Brand Management SOLVED NOTES EBOOK CHAPTERWISE**

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**Edition Description: 2018-19**

**Pages : 220+**

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## **1. DOWNLOAD EBOOK WITH NOTES CHAPTER WISE**

### **PREVIEW OF CHAPTERS SYLLABUS**

#### **Product and Brand Management**

##### **Description**

- 1. Introduction to Product & Product Related Concepts: Product Management & Scope Marketing Organization & Types, Marketing Planning: Components of Marketing Plan Defining the Competitive Set: Levels of Market Competition, Methods for Determining Competitors  
Category Attractiveness Analysis: Aggregate Market Factors, Category Factors, Environmental Analysis**
- 2. Competitor Analysis: Sources of Information, Assessing Competitors' Current Objectives & Strategies, Differential Advantage Analysis Customer Analysis: Purpose, Segmentation Criteria**
- 3. Market Potential & Sales Forecasting, Methods of Estimating Market & Sales Potential**
- 4. Developing Product Strategies, PLC, Product Strategies Over the Life Cycle Managing New Product Development ,Product Modification, Line Extension & Brand Extension**
- 5. Brands & Brand Management, Branding Challenges & opportunities, Concept of Brand Equity**
- 6. Strategic Brand Management Process: Introduction & Phases**
- 7. Identifying & Establishing Brand Positioning: Building A Strong Brand, Positioning Guidelines**
- 8. Planning & Implementing Brand Marketing Programs: Criteria for Choosing Brand Elements, Options & tactics for Brand Elements, Use of IMC for Brand Building, Leveraging Secondary Brand Associations to Brand building**
- 9. Measuring & Interpreting Brand Performance: Developing A Brand Equity Measurement & Management System, Measuring Sources of Brand Equity & Outcome of Brand Equity**
- 10. Growing & Sustaining Brand Equity: Designing & Implementing Branding Strategies Managing Brands Over Time**

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