

Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA DM - 4th Semester : 2025-26					
Course Name (Code) :		Product & Brand Management	BBD-204-V	Faculty :	Renu Mittal
Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.					
S. No.	Lecture No	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
1	1	Subject introduction, relevance in the course and desired approach to study the subject.	Lecture	T1	
2	2	Concept of product;	Ppt	T1	
3	3	Product mix	Ppt	T1	
4	4	levels of product	Ppt	T1	
5	5	Types of product	Ppt	T1	
6	6	product life cycle	Ppt	T1	
7	7	new product development process	Ppt	T1	
8	8	Branding	Ppt	T1	
9	9	Packaging,	Ppt	T1	
10	10	Branding And Packaging diffrence	Ppt	T1	
11	11	labeling	Ppt	T1	
12	12	brand identity	Ppt	T1	
13	13	customer-based brand equity	Ppt	T1	
14	14	customer-based brand equity	Ppt	T1	
15	15	Revision/Class Test	Test, dicussion		
16	16	Brand positioning	Ppt	T2, T1	
17	17	brand audits	Ppt	T2, T1	
18	18	brand personalities	Ppt	T2, T1	
19	19	brand personalities	Ppt	T2, T1	
20	20	choosing brand elements to build brand equity;	Ppt	T2, T1	
21	21	designing marketing programs to build brand equity	Ppt	T2, T1	
22	22	Revision/Class Test	Ppt	T2, T1	
23	23	Leveraging secondary brand associations to build brand equity;	Ppt	T2, T1	
24	24	Leveraging secondary brand associations to build brand equity;	Ppt	T2, T1	
25	25	country of origin	Ppt	T2, T1	
26	26	co-branding	Ppt		
27	27	licensing	Ppt	T2, T1	
28	28	licensing case study	Ppt	T2, T1	
29	29	celebrity endorsement	Ppt	T2, T1	
30	30	sporting	Ppt	T2, T1	
31	31	cultural and other events	Ppt	T2, T1	
32	32	third party sources	Ppt	T2, T1	
33	33	case study	Ppt	T2, T1	
34	34	Revision/Class Test	Test, dicussion	T2, T1	
35	35	Measuring brand equity	Ppt	T2, T1	
36	36	designing and implementing branding strategies	Ppt	T2, T1	
37	37	designing and implementing branding strategies	Test, dicussion		
38	38	brand-product matrix	Ppt	T1	
39	39	brand hierarchy	Ppt	T1	
40	40	introducing and naming new products	Ppt	T1	
41	41	Brand extensions	Ppt	T1	
42	42	case study	Ppt	T1	
43	43	Revision/Class Test	Test, dicussion	T1	
Study Material / Books / Web-resources / Online Courses Links etc.					
	S. No.				
	1	Keller, Kevin Lane. Strategic Brand Management; Pearson Education, NewDelhi.			
	2	Kirti Dutta. Brand Management: Principles and Practices, Oxford University Press.			
	3	Kapferer, JeanNoel. Strategic Brand Management, Kogan Page, New Delhi.			