



Course Specifications

Course Title:	Product and Brand Management
Course Code:	MKT10602
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Albaha University

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A. Course Identification

1. Credit hours:
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:
4. Pre-requisites for this course (if any): None
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

This course will provide students with knowledge of Products and Brands, Student will be familiarizing with the Product Life Cycle and Test Marketing's also understand Product hierarchy and Product Classification.

2. Course Main Objective

The primary objective is to help students to analyze classification of products. This course is designed to provide students with an introduction to Product and Brands. This course will familiarize students with different types of Product and services, in the context of marketing also helps student to understand Product life cycle, Brand Loyalty and Brand Positioning.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explain the application of Product and Brand management concepts in marketing	K3
2	Skills :	
2.1	Analyze the trends in new Product development	S2
2.2	Evaluate the process of Product Development	S3
3	Values:	
3.1	Compose a written work for a product and brand development context.	V1
3.2	Demonstrate teamwork and time management in resolving product and brand issues	V2

C. Course Content

No	List of Topics	Contact Hours
1	An Introduction to Product and Brand Management	6
2	Product and product Mix; Types of products;	6
3	Introduction to Brands and Brand Management;	6
4	Developing a Brand Equity Measurement and Management System; Measuring Sources of Brand Equity:	6
5	Capturing Customer Mind-Set; Measuring Outcomes of Brand Equity:	6
6	Designing and Implementing Branding Architecture Strategies. Introducing and Naming New Products and Brand Extensions	6
7	Managing Brands Over Geographic Boundaries and Market Segments.	9
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain the application of Product and Brand management concepts in marketing	Lectures, Illustrative Examples	Exams Assignment
2.0	Skills		
2.1	Analyze the trends in new Product development	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Evaluate the process of Product Development	Lectures Active Learning	Exams Quizzes Homework
3.0	Values		
3.1	Compose a written work for a product and brand development context.	Group discussion Cooperative Learning	Direct Questions Presentations

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.2	Demonstrate teamwork and time management in resolving product and brand issues	Self-Learning Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Instructor will be available for student consultation and academic advice in his specified office hours.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	The new Strategic brand management, J.N.Kapferer, Kogan Page. Principles of Marketing Philip Kotler, Armstrong, Pearson.
Essential References Materials	----
Electronic Materials	http://catalogue.pearsoned.co.uk/pearsonhigheredgb/educator/search/hipSearchResults.page?isbnFlag
Other Learning Materials	New Product and Brand Management-Arvind Ramaswamy and Gray Lillrn

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 25 students
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Marketing Department Council
Reference No.	Ref:DMISEM27092020
Date	27/09/2020