

**2605325 Brand and Product Management**  
**BRAND PROD MGT**  
Prerequisite : 2605311

**3(3-0-6)**

Target market selection; definitions of brand; brand positioning; brand building strategies; brand management; integrating brand with marketing mix; brand evaluation; meaning of products; types of products; product management; product strategies; new product development process; issues in brand and product management and corrections; ethics in brand building and product management.