



# PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)  
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce,  
Vile Parle (East), Mumbai – 400 057.

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ISO 9001:2015 Certified Institute & Accredited by NAAC

## SWAYAM/ NPTEL AND MOOCS COURSE ON PRODUCT AND BRAND MANAGEMENT 2022-23

PARTICULAR	DETAILS
Course duration	30 hours; (July 2023 to October 2023)
List of students who have enrolled along with name and signature of students	Link to the scanned records:
Course objectives	
Curriculum of the Program	<b>Week 1:</b> Introduction to Product Management <b>Week 2:</b> Product Planning <b>Week 3:</b> Product Category Analysis <b>Week 4:</b> Insight, Innovation and Design Thinking <b>Week 5:</b> New Product development <b>Week 6:</b> Brand and Brand Management <b>Week 7:</b> Brand Equity and Value chain <b>Week 8:</b> Brand Valuation and Brand Loyalty <b>Week 9:</b> Brand Life cycles and Organizational Designs <b>Week 10:</b> Brand Architecture <b>Week11:</b> Brand Equity Measurement <b>Week12:</b> Ethics and Spirituality for Product and Brand Management
Assessment Procedure	Average assignment score = 25% of average of best 8 assignments out of the total 12 assignments given in the course. Exam score = 75% of the proctored certification exam score out of 100 Final score = Average assignment score + Exam score
Resource Person	Prof. Vinay Sharma



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