

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Product and Brand Management

1- Basic Information:

Course Name	Product and Brand Management
Course ID	BMK604
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	48
Synchronized Session Work Load	18
Credit Hours	5
Course level	6

2- Pre-Requisites:

Course	ID
Consumer Behavior	BMK502

3- Course General Objectives:

This course aims to provide students with the knowledge of products and brand management so they can benefit from them adequately and appropriately in businesses life when marketing products.

This course starts with the classification of products, and services, then it discusses the new product development process, branding strategies, the stages of the product life cycle, and discusses how marketing strategies change during product's life cycle. Moreover, the book discusses Adoption and diffusion of innovation.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	A student classify the major products and services.
ILO2	A student describes the decisions companies make regarding their individual products and services, product lines, and product mixes.
ILO3	A student debates and explains the steps in the new product development process.
ILO4	Students discuss branding strategy, and debates the decisions companies make in building and managing their brands.
ILO5	A student infers the stages of the product life cycle, and discusses how marketing strategies change during product's life cycles.
ILO6	The student Argues the products and brands revitalization and elimination strategies

5- Course Syllabus (24 hours of total Recorded Session, 24 hours of total synchronized sessions)

RS: Recorded Sessions; SS: Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<input type="checkbox"/> What Is a Product? <input type="checkbox"/> Product and Service Classifications	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of the course is a practical case, through which we aim to help the student to apply the concepts addressed in course to the reality of organizations
ILO2	<input type="checkbox"/> Product and Service Decisions <input type="checkbox"/> Evaluating product portfolio	4	4	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of the course is a practical case, through which we aim to help the student to apply the concepts addressed in course to the reality of organizations
ILO3	<input type="checkbox"/> Sources of new-product ideas. <input type="checkbox"/> Steps in the new-product development process. <input type="checkbox"/> Major considerations in managing this process.	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of the course is a practical case, through which we aim to help the student to apply the concepts addressed in course to the reality of organizations
ILO4	<input type="checkbox"/> Brand Equity	12	12	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments	The homework of the course is a practical case,

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	<input type="checkbox"/> Brands awareness <input type="checkbox"/> Perceived quality <input type="checkbox"/> Brands associations <input type="checkbox"/> Brand loyalty <input type="checkbox"/> Developing brand identity			<input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	through which we aim to help the student to apply the concepts addressed in course to the reality of organizations
ILO5	<input type="checkbox"/> Stages of the product life cycle <input type="checkbox"/> Product's life cycle and Marketing strategies. <input type="checkbox"/> Adoption and diffusion of innovation	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of the course is a practical case, through which we aim to help the student to apply the concepts addressed in course to the reality of organizations
ILO6	<input type="checkbox"/> Product and brand revitalization and elimination strategies	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of the course is a practical case, through which we aim to help the student to apply the concepts addressed in course to the reality of organizations

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

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ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	A student classify the major products and services.	A student compares between major products and services.	✓		✓		
ILO2	A student describes the decisions companies make regarding their individual products and services, product lines, and product mixes.	A student infers individual, line, and mix products and services decisions.	✓		✓		
ILO3	A student debates and explains the steps in the new product development process.	A students can explain the different steps of new products development, and links each steps with the others.	✓		✓		
ILO4	Students discuss branding strategy—the decisions companies make in building and managing their brands.	A student uses his knowledge gained during the lectures to determine the appropriate branding strategies	✓		✓		
ILO5	A student infers the stages of the product life cycle, and discusses how marketing strategies change during product's life cycles.	A student discuss with the professor the stages of the product life cycle	✓		✓		
		Students argue and compare different strategies for the product life cycle stages	✓		✓		
ILO6	The student Argues the products and brands revitalization and elimination strategies	Students discuss different strategies for products and brands revitalization and elimination.	✓		✓		

7- Practice Tools:

Tool Name	Description

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