

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Product and Brand Management

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Co-ordinating Institute - IIT - Roorkee

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Introduction to Product and Brand Management
- Lecture 2 - Defining Product
- Lecture 3 - Terminologies Associated with Product - 1
- Lecture 4 - Terminologies Associated with Product - 2
- Lecture 5 - Terminologies Associated with Product - 3
- Lecture 6 - Terminologies Associated with Product - 4
- Lecture 7 - Product Management and Concepts Associated with Product
- Lecture 8 - Product Classification
- Lecture 9 - Product Differentiation and its Elements - 1
- Lecture 10 - Product Differentiation and its Elements - 2
- Lecture 11 - Product Positioning - 1
- Lecture 12 - Product Positioning - 2
- Lecture 13 - Product Life cycle - 1
- Lecture 14 - Product Life Cycle - 2
- Lecture 15 - Product Life Cycle - 3
- Lecture 16 - Saddle Effect and Relationship of Product with Marketing Mix Elements
- Lecture 17 - Market and Product Planning - 1
- Lecture 18 - Market and Product Planning - 2
- Lecture 19 - Product Strategy and Decisions - 1
- Lecture 20 - Product Strategy and Decisions - 2
- Lecture 21 - Product Decisions
- Lecture 22 - Product Portfolio Management
- Lecture 23 - Product Category Management
- Lecture 24 - Customer Analysis
- Lecture 25 - Competitors Analysis
- Lecture 26 - Product Pricing
- Lecture 27 - Product Pricing and Packaging
- Lecture 28 - Product Distribution
- Lecture 29 - Design Thinking - 1

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- Lecture 30 - Design Thinking - 2
- Lecture 31 - Design Thinking - 3
- Lecture 32 - Product Innovation - 1
- Lecture 33 - Product Innovation - 2
- Lecture 34 - New Product Development
- Lecture 35 - Reflexivity, Insight, and Value Co-Creation
- Lecture 36 - Brand Management
- Lecture 37 - Defining Brand
- Lecture 38 - Strategic Brand Management Process
- Lecture 39 - Brand Proposition
- Lecture 40 - Customer-based Brand Equity - 1
- Lecture 41 - Customer-based Brand Equity - 2
- Lecture 42 - Brand Positioning
- Lecture 43 - Brand Resonance Model
- Lecture 44 - Brand Value Chain - 1
- Lecture 45 - Brand Value Chain - 2
- Lecture 46 - Brand Equity Elements - 1
- Lecture 47 - Brand Equity Elements - 2
- Lecture 48 - Designing Marketing Programs to Build Brand Equity
- Lecture 49 - Secondary Brand Associations
- Lecture 50 - Brand Audit and Research
- Lecture 51 - Brand Architecture Strategies And Brand Portfolio
- Lecture 52 - Brand Portfolio And Brand Hierarchies
- Lecture 53 - Brand Equity: Measuring Outcomes - 1
- Lecture 54 - Brand Equity: Measuring Outcomes - 2
- Lecture 55 - Brand Extension
- Lecture 56 - Brand Experience and Brand Loyalty
- Lecture 57 - Brand Continuum and Brand Reinforcement
- Lecture 58 - Brand Revitalization and Repositioning
- Lecture 59 - Rebranding, Brand Demise and Brand Lifecycle
- Lecture 60 - Product and Brand Management - Conclusion