

RC-BHUBANESWAR MBA (SWAYAM PRABHA) JULY & AUGUST 2023

Time 01:30 PM to 02:30 PM

Link - <https://splive.ignouonline.ac.in/live/ignou>

Channel No-19/IG

Program	Course Code		Title	Date	Day	Name of Academic Councillor
MBA	MMPM-003 [Product and Brand Management]	Block-1	Introduction to Product Management			
		Unit-1	Product Management Basic Concepts	26.07.2023	Wednesday	Dr. Arvind Tripathy
		Unit-2	Product Life Cycle (PLC)	27.07.2023	Thursday	Dr. Arvind Tripathy
		Unit-3	Product Line Decisions	28.07.2023	Friday	Dr. Arvind Tripathy
		Unit-4	Product Portfolio	31.07.2023	Monday	Dr. Arvind Tripathy
		Block-2	New Product Development and Implementation			
		Unit-5	Organizing for New Product Development	01.08.2023	Tuesday	Dr. Arvind Tripathy
		Unit-6	Generation, Screening and Development of New Product Ideas	02.08.2023	Wednesday	Dr. Arvind Tripathy
		Unit-7	Concept Development Testing and Physical Development of the Product	03.08.2023	Thursday	Dr. Arvind Tripathy
		Unit-8	New Product Launch	04.08.2023	Friday	Dr. Arvind Tripathy
		Block-3	Brand Management			
		Unit-9	Branding Concepts and Evolution	07.08.2023	Monday	Dr. Arvind Tripathy
		Unit-10	Brand Equity	08.08.2023	Tuesday	Dr. Arvind Tripathy
		Unit-11	Brand Building Blocks: Identify, Image and Positioning	09.08.2023	Wednesday	Dr. Arvind Tripathy
		Unit-12	Brand Architecture and Brand Extension	10.08.2023	Thursday	Dr. Arvind Tripathy
		Block-4	Managing Brand Equity			
		Unit-13	Enhancing Brand Equity	11.08.2023	Friday	Dr. Arvind Tripathy
		Unit-14	Managing Brands Over Time and Across Geographies	14.08.2023	Monday	Dr. Arvind Tripathy
		Unit-15	Measuring Brand Equity	16.08.2023	Wednesday	Dr. Arvind Tripathy