

Course Description – Curriculum 2013

Subject: MK316 Product and Brand Management

Credits: 3

Prerequisite: MK311

Description: A study of concepts and theories related to product and brand management. Principal topics include product management policy and strategy, value-added brand management strategy, product and brand management in different stages of product life cycle, and causes and prevention of product and brand failure. Also discussed are topics concerning the formulation of other marketing strategies to complement product and brand strategy, brand competitiveness in the global market, impact of the government, and ethics in product and brand management.