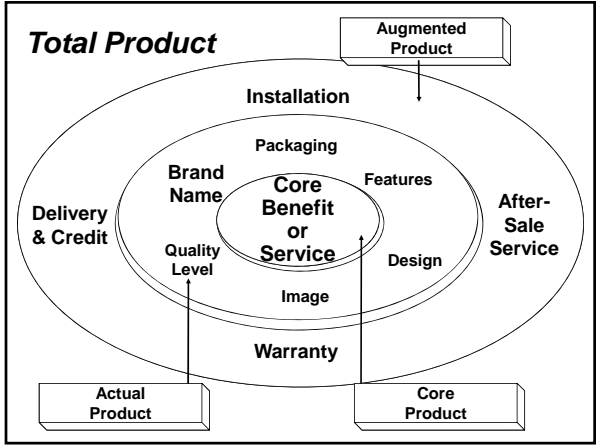


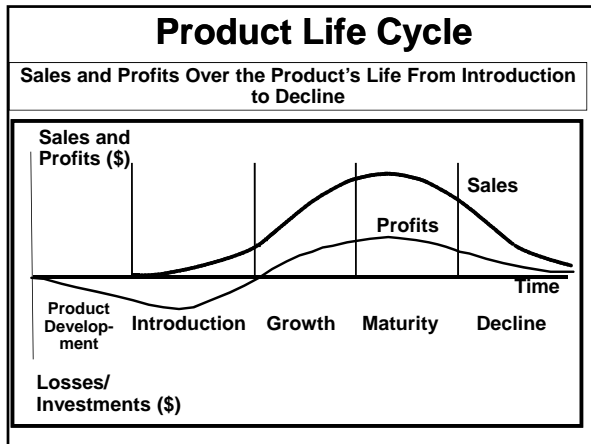
Managing Product and Brand

Topics Covered:

- The total Product Concept
- Product Life Cycle and Strategy
- Managing Product Line
- Managing Brand



What is Product Quality?



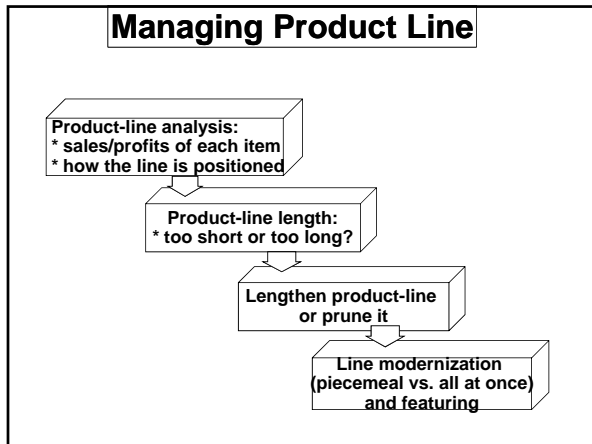
- ### PLC Marketing Strategy Goals
- *Introduction*
 - Inform potential consumers; induce product trial; secure retail distribution.
 - *Growth*
 - Improve quality and styling; add new features and models; differentiation; increase distribution; enter new markets and channels; lower prices.
 - *Maturity*
 - Convert nonusers; enter new market segments; win over competitors' customers; improve product quality, features, and styles.
 - *Decline*
 - Reduce number of products; withdraw from some markets; consolidation.

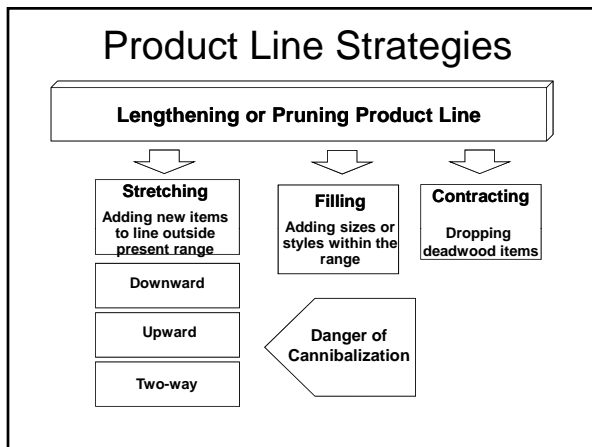
Type of Product Managers

Product Line Manager
Develops marketing plans for all the brands within a product line

Brand Manager
Responsible for a single brand, positioning the brand & developing brand equity

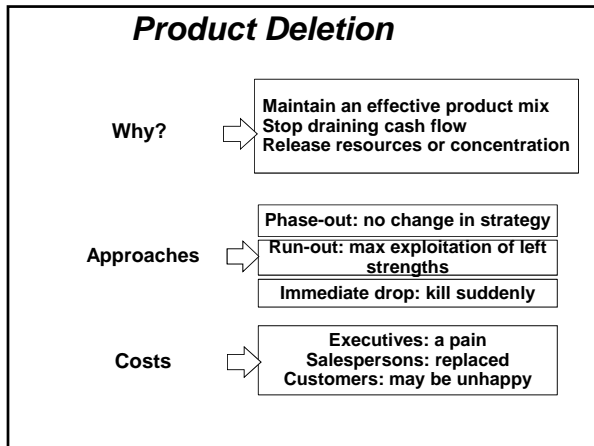
Market (Account) Manager
Develops marketing plans for products sold to a particular customer group

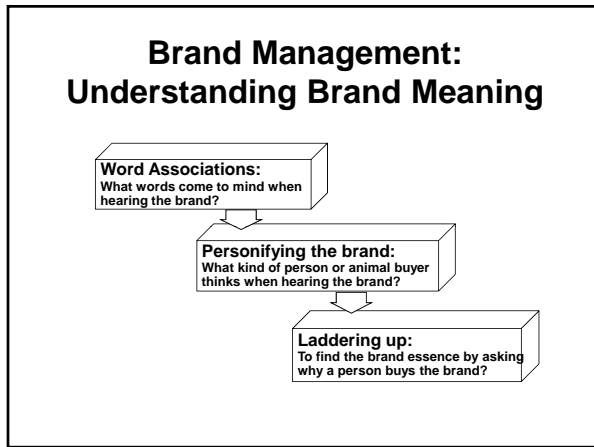


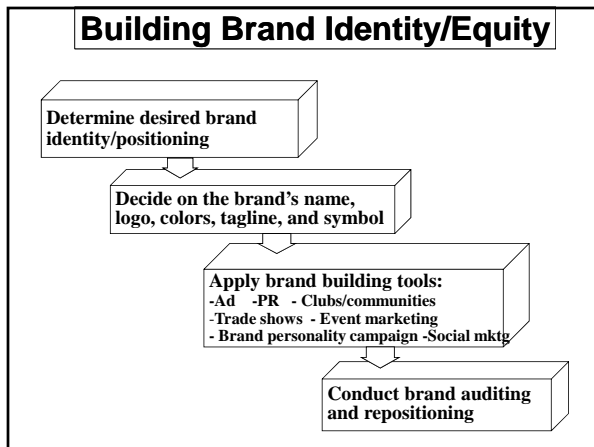


Two-Way Product-Line Stretch: Marriott Hotels

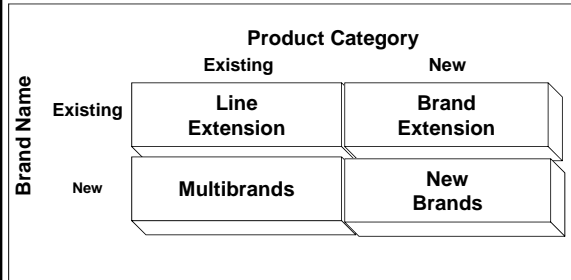
		Quality			
		Economy	Standard	Good	Superior
Price	High				Marriott Marquis (Top executives)
	Above average			Marriott (Middle managers)	
	Average		Courtyard (Salespeople)		
	Low	Fairfield Inn (Vacationers)			







Brand Strategy



What is Brand Equity?

