

## **Product Management (MSL-862)**

*Course Co-ordinator: Dr Mahim Sagar*

<b>Sl. No.</b>	<b>Topic of Study</b>
Session 1	Product, Product levels, Societal classification of products, Product line, Product Mix, Marketing Myopia, Better Mousetrap Fallacy , Retail Accordion Theory, Product-market investment strategies, Strategic Marketing, Prospect theory, Category killer , Polyana effect, Red Queen Effect, Guerrilla marketing
Session 2	Service Dominant Logic, Service Quality, Marketing Warfare
Session 3	Smart Pricing, Dynamic Pricing, The Black Swan: The Impact of the Highly Improbable, Price Discrimination, Price Effect, Price Theory, Pricing Strategies, Value Proposition, Wal-mart Effect
Session 4	Sunk Cost Fallacy (Concorde Dallacy), Chaos Theory, Cannibalization, Churchill's Paradigm, Snowball Effect, Catastrophe Theory, Channel Conflict, Segmentation Viability, Channel Arrangement, Sandwich Strategy
Session 5	Product Assortment Strategy
Session 6	Occam's Razor, Von Restorff Effect, Psychic Distance, Stealth Marketing, Retro-Marketing
Session 7	Sales Promotion
Session 8	Brand, Family Firm/Business, Long-Term Orientation, Short-Term Orientation, Brand Identity, Corporate Branding, Family Branding/Umbrella Branding, Individual Branding, Global Branding, Brand Relationship Spectrum,
Session 9	Psychological Biases
Session 10	The Absolute Threshold, The Differential Threshold/ Just Noticeable Difference (JND), Subliminal Perception, Perceptual Organization (GESTALT), Perceptual Mapping, Cues, Perceived quality, Extrinsic Cues, Intrinsic Cues, Response, Tri-component Attitude Model, Stimulus-Response Theories, Pavlovian or classical conditioning, Involvement theory (Hemispherical Lateralisation), Central and Peripheral Routes to Persuasion, Reference Group, PRIZM Model, Blocking Effect, Recency Effect, Cognitive Age