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**TECHNICAL TEACHERS' TRAINING INSTITUTE, BHOPAL**

Workshop on

“Marketing of Educational Institutes, Programmes and Services”

## **PRODUCT & BRAND DECISIONS**

### **PRODUCT CONCEPT**

Product is a bundle of satisfactions that a customer buys. It represents a solution to a customer's problems. The product is always a combination of tangible and intangible benefits. Three concepts of a product: Tangible Product, Core Product, and Augmented Product

**Core Product** – The essential utility or product that is being sought or offered

**Tangible Product** – Physical entity or service that is offered to the market; Quality level, features, styling, brand name, packaging

**Augmented Product** – The totality of benefits and costs that the person receives or experiences in obtaining the product.

Example: A person goes to market and buys a camera.

Core product – The customer is buying pleasure, nostalgia, a form of immortality.

Tangible product – Technical features, quality, SLR, appearance

Augmented Product – Experience while buying the product (was the salesman cooperative or was he rude?), Experience immediately after buying the product (did the showroom staff explain how to use the camera?), After sales service, Upgradation facility (Can one exchange it for a new model three years later?)

Example: You have come to attend this course conducted by TTTI, Bhopal

Core Product –

- a) Ability to grasp and use marketing concepts in running and development of the institution that I (participant of the course) work for.
- b) Career advancement

Tangible Product – A certificate of having attended a course on marketing

Augmented Product –

- Course content, presentation and style being interesting (Must not be boring)

- Course Material
- Five days of interesting time away from daily routine
- Interaction with colleagues from other institutes of the state
- Location
- Food and snacks during lunch and tea breaks
- Comfortable seating and ambience (Air-conditioner should work, lighting should be right, seats should not be too hard)
- Ease of registration and enrolment for the course
- Courteous behavior of TTTI Extension centre at the time of making enquiry about the course, at the time of confirming participation and during the course.
- Recognition of course by Director of Technical Education for career advancement
- Possibility of furthering the knowledge gained in the course (Will there be an advanced course or workshop some time later or is this the beginning and end of the journey?)
- Availability of support for implementation of marketing strategy at my institution from TTTI and Director Technical Education

## PRODUCT MIX AND LINE

A product mix (also called product assortment) is the set of all products and items that a particular seller offers.

A product mix consists of various product lines.

A product line is a group of products that are closely related, because they function in a similar manner, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges.

**Width** – Number of different product lines offered

**Length** – Number of products offered within a particular product line.

Managers must know the revenues and profits of each item in the product line as well as market profile of each product line.

Market Profile Analysis involves understanding the product line offerings in comparison to the offerings by competitors.

**Product-mix Width & Product-Line Length for Hindustan Lever Products**

		Product-Mix Width				
		Bath Soaps	Fabric Wash	Beverages	Toothpastes	Cosmetics
Product-Line Length	Dove	Surf		Bru		
	Liril	Rin		Red Label		
	Le Sancy	Wheel		Green Label		
	Pears	Sunlight		3 Roses		
	Rexona	Ala		Taaza		
	Lifebuoy	501		Deepam		
	Hamam			Taj Mahal		
	Breeze			Super Dust		
	Jai			Ruby Dust		
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Note: The lists given above and below are illustrative and not exhaustive.

**Product-mix Width & Product-Line Length for TTTI, Bhopal**

		Product-Mix Width				
		Polytechnic Products	Engineering College Products	Industrial Training	Consultancy	Regular Degree Programs
Product - Line Length	Induction Programmes		Short Term Programmes	Trainers Training	Development of Training Modules	M. Tech. Ed.
	Short Term Programmes		Curriculum Development	Supervisor Training	Software Development	Ph. D.
	Curriculum Development		Text Book Development		Policy Advice to Governments	
	Text Book Development		Management Support			
	Management Support					

A product line is too short if profits can be increased by adding items; the line is too long if profits can be increased by dropping items.

In case of non-profit organizations, line length determined on the basis of achievement of organization's objectives.

**Line pruning** - There is a tendency for product lines to lengthen over time. Hence a review must be carried out regularly.

**Line modernization** – Modernizing all products in the line

**Line featuring** – Selecting a few items from the line and promoting them aggressively to attract attention to the total line

## **BRANDING**

Brand is a powerful differentiator in a competitive market place.

A brand represents values (trust, confidence, comfort and reliability) in a customer's mind.

Some brand-related questions likely to be faced by an educational institution:

- Should we develop a brand for our institution individually or should we join hands with our institutions of the region and promote a common brand? (IITs have realized that IIT as a brand is the common property of all IITs and they must project it globally)
- Does it make more sense to have a brand for the institution as a whole or is it preferable to have a separate brand for each product offering? (NIIT tried to develop separate brands like GNIIT but has realized that developing NIIT as one brand is the better course)
- What core values does our brand suggest? Do these match with the overall offerings made by the institution? Is there a mismatch between the offerings and the brand image? What can be done to correct the mismatch? (MANIT, Bhopal recently got the status of NIT and shed its earlier name of MACT. MANIT is regularly in news in local press due to the hooliganism of its students. This has meant that MANIT's brand image is very poor through it has been awarded such a high status by the Government.)

### **Some examples of brand issues in education:**

- ❖ Recently, the name of Indian Institute of Information Technology, Gwalior was changed to Atalbihari Vajpayee Institute of Information Technology. Students of the institute protested strongly against the name change. In fact, all the students had to be almost confined to police custody at the naming ceremony, where Dr. Murali Manohar Joshi was the Chief Guest, to prevent disturbances.
- ❖ It has been more than a decade since the name of Bhopal University was changed to Barkatullah University, after a relatively unknown pre-independence communist leader. The new name led to loss of brand image for the university. In the past decade some of the most prestigious institutes under the fold of the university have given up affiliations with the university. TTTI Bhopal is currently affiliated with Barkatullah University, but hopes to get out of the fold soon.
- ❖ University of Roorkee was recently awarded the status of IIT – a typical example of brand extension. Fears have been expressed about dilution of brand equity of IITs by such brand extensions.

- ❖ There has been some talk of IITs stopping their B. Tech. programmes and having only five year M. Tech. programmes. Loudest protests have come from IIT alumni with B. Tech. who believe that IIT B. Tech. has a brand goodwill that is not matched by M. Tech. and a discontinuation of B. Tech. programme will lead to erosion of the goodwill.

**Brand Equity** – “set of assets and liabilities linked to a brand”; In other words, brand equity provides (or negatively subtracts) value to an organization in the form of price premium, trade leverage or competitive advantage.

**Managing Brand Equity** – Maintain and improve

- a) Brand awareness
- b) Perceived quality and functionality
- c) Positive associations

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## CLASS ASSIGNMENT

Please divide the class into five-six groups of about 4 – 6 persons to each group. Each group will take up for study product (and brand) offerings one educational institution (not necessarily their own). Please do the following:

- a) Prepare a chart showing the product mix and product lines of the concerned institution. What are your comments on product-mix-width and on product-line-length?
- b) Identify the consumer, customer and influencer for each product offering or product line.
- c) Focus on one product offering from the product mix and discuss the following questions:
  - i. What are core, tangible, and augmented products of the product offering?
  - ii. Are tangible, core, and augmented products in line with the needs, wants and demands of the consumers, customers and influencers? Do you see any scope for improvement? How would the suggested improvements affect costs?
  - iii. Are any brand issues involved?

Each group may discuss for 30 minutes. Subsequently, each group will make a presentation to the class.

Discussion time	30 minutes
Presentation time	5 minutes for each group
Question time	5 minutes for each group