



IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम
Indian Institute of Management Visakhapatnam

Executive Certificate Program in Advanced Product and Brand Management (ECPAPBM) Batch 2

Program Directors: Prof. Preeti Viridi and Prof. Pankaj Vishwakarma

The Executive Certificate Program in Advanced Product and Brand Management is a specialized educational program designed to teach participants the core concepts, strategies, and practical skills involved in managing products and brands effectively within an organization. The program aims to equip professionals with the essential skills and knowledge to effectively manage and grow product portfolios and brands. It focuses on practical strategies and tools for building strong brands, driving product innovation, and making informed decisions in competitive markets.

Pedagogy: Lectures via online mode, case studies, group discussions, interactive workshops, and experiential exercises.

Course Material: Reading material/cases will be shared a few days before the session

Roadmap for ECPAPBM Batch 2*

Sessions	Topics covered	Dates	Instructors
Introduction to Marketing			
1-2	Marketing in Digital Era Market environmental analysis; TAM SAM SOM	April 27, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
3-4	Marketing Plan and Growth Strategies, Competition Analysis	May 4, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
5-6	Segmentation Targeting and Positioning	May 11, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
Understanding Consumers			
7-8	Understanding Consumers	May 25, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
9-10	Customer Journey Mapping, Consumer Personas	June 1, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
11-12	Consumer Research	June 8, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
Introduction to Product Management & Strategy			
13-14	Pricing models and Strategies	June 15, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
15-16	Developing product strategy and designing the right product	June 22, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
17-18	Product Portfolio, Product Mix, Product Building Frameworks, Product Lifecycle	June 29, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
New Product Development			
19-20	Creativity and Innovation, New Product Development Process	July 6, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
21-22	Hypothesis testing, A/B testing, MVP	July 13, 2025	Guest Faculty

23-24	Product roadmap, RICE and KANO, Agile, Scrum, Waterfall	July 20, 2025	Guest Faculty
Metrics and Analytics			
25-28	Metrics and Analytics	July 27, 2025	Guest Faculty
		August 3, 2025	Guest Faculty
Brand Management			
29-30	Introduction to Brand Management	August 10, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
31-32	Brand Strategies, Brand Equity	August 17, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
33-34	Designing Marketing Programs	August 24, 2025	Prof. Pankaj Vishwakarma / Prof. Preeti Viridi
35-36	Luxury Brand Management	August 31, 2025	Guest Faculty
Workshops			
37-38	Master Class - GTM strategies	September 7, 2025	Guest Faculty
Campus Immersion			
39-44	Simulation and Group Presentations	September 27, 2025	Prof. Preeti Viridi and Prof. Pankaj Vishwakarma

*The dates in the roadmap are tentative. If sessions are conducted on Saturdays (with due consultation with the participants), the dates will be updated.
