



IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम
Indian Institute of Management Visakhapatnam

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

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

Evaluation:

S. No	Evaluation Component	Weightage
1	Class Participation	10%
2	Quiz (2)	40%
3	Final Group Project	50%

Roadmap for ECPAPBM*

Sessions	Topics covered	Dates	Instructors
Introduction to Marketing			
1-2	Marketing in Digital Era Market environmental analysis; TAM SAM SOM	September 15, 2024	Prof. Preeti Virdi/ Prof. Pankaj Vishwakarma
3-4	Marketing Plan and Growth Strategies, Competition Analysis	September 22, 2024	Prof. Preeti Virdi/ Prof. Pankaj Vishwakarma
5-6	Segmentation Targeting and Positioning	September 29, 2024	Prof. Preeti Virdi/ Prof. Pankaj Vishwakarma
Understanding Consumers			
7-8	Understanding Consumers	October 6, 2024	Prof. Preeti Virdi/ Prof. Pankaj Vishwakarma
9-10	Customer Journey mapping, Consumer Personas	October 13, 2024	Prof. Preeti Virdi/ Prof. Pankaj Vishwakarma
11-12	Consumer Research	October 20, 2024	Prof. Preeti Virdi/ Prof. Pankaj Vishwakarma
Introduction to Product Management & Strategy			
13-14	Developing product strategy and designing the right product	October 27, 2024	Prof. Preeti Virdi/ Prof. Pankaj Vishwakarma
15-16	Product Portfolio, Product Mix, Product Building Frameworks, Product Lifecycle	November 10, 2024	Prof. Preeti Virdi/ Prof. Pankaj Vishwakarma
New Product Development			
17-18	Creativity and Innovation, New Product Development Process	November 17, 2024	Prof. Preeti Virdi/ Prof. Pankaj Vishwakarma
19-20	Hypothesis testing, A/B testing, MVP	November 24, 2024	Guest Faculty
21-22	Product roadmap, RICE and KANO, Agile, Scrum, Waterfall	December 1, 2024	Guest Faculty
Metrics and Analytics			
23-26	Metrics and Analytics	December 8, 2024	Guest Faculty
		December 15, 2024	Guest Faculty

Pricing and Monetization			
27-28	Pricing models and Strategies	December 22, 2024	Prof. Preeti Viridi/ Prof. Pankaj Vishwakarma
Brand Management			
29-30	Introduction to Brand Management	December 29, 2024	Prof. Preeti Viridi/ Prof. Pankaj Vishwakarma
31-32	Brand Strategies, Brand Equity	January 5, 2024	Prof. Preeti Viridi/ Prof. Pankaj Vishwakarma
33-34	Designing Marketing Programs	January 12, 2025	Prof. Preeti Viridi/ Prof. Pankaj Vishwakarma
35-36	Luxury Brand Management	January 19, 2025	Prof. Preeti Viridi/ Prof. Pankaj Vishwakarma
Workshops			
37-38	Master Class - GTM strategies	February 2, 2025	Guest Faculty
39-40	Simulation	February 9, 2025	Prof. Preeti Viridi/ Prof. Pankaj Vishwakarma
41-42	Final Group Project		
Campus Immersion**			

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

** Campus Immersion will be held only if the majority of participants are willing to attend the immersion.
