

Post Graduate Certification in Product & Brand Management – Batch 2021 – MDI

<b>Dates</b>	<b>Topics</b>	<b>Resource Persons</b>
4th April	An overview to product and brand management.	Dr.Manoj
11th April	Business Model Canvas-BCG, Ansoff matrix, Michael Porter, Product Manager Role and Responsibilities.	Dr.Manoj
18th April	Environmental analysis, Competition and competitor's analysis	Dr.Biranchi
25th April	Product marketing concept and Category Management	Dr.Manoj
2nd May	New Product Development Strategy, Product testing	Dr.Manoj
9th May	New Product Pricing and Pricing Models	Dr.Naveen Pol
16th May	R&D & Surveys, Qualitative & Quantitative Research Methods.	Dr.Biranchi/Dr.Naveen Pol
23rd May	Product Portfolio, Product Mix Strategy.	Dr.Naveen Pol
22nd May	Managing Product Life Cycle/during crisis.	Dr.Manoj/Dr.Naveen Pol
30th May	Disruption and Innovation, (including service innovations in e-commerce).	Dr.Manoj
1st June	Uncovering Needs, Buyer Behavior, Building B2C Scenario.	Dr.Ravi Shankar
6th June	Building B2B Scenario.	Dr.Ravi Shankar
13th June	Segmentation & Product differentiation Strategies.	Dr.Biranchi/Dr.Ravi Shankar
20th June	Brand Management & Brand Leadership.	Dr.Biranchi/Dr.Manoj
27th June	To brand or not to brand Strategy.	Dr.Manoj
4th Jul	Consumer brand knowledge & Managing brand portfolios.	Dr.Ravi Shankar/Dr.Naveen Pol
11th Jul	Brand positioning and positioning map.	Dr.Manoj/Dr.Biranchi
18th Jul	Brand building strategies-Luxury Brand Management. (Final Project Submission)	Dr.Biranchi/Dr.Manoj
25th Jul	Managing product and brand in the digital era.	Dr.Ravi Shankar
1st Aug	Final Project Presentation	All Profs