



INDIAN INSTITUTE OF MANAGEMENT ROHTAK

Management City NH-10 Southern Bypass, Sunaria, Rohtak-124010

Sub - Welcome to the Online Executive Education Programme in Product & Brand Management

Dear Participants,

Greetings from IIM Rohtak!

Indian Institute of Management Rohtak welcomes you to the 50-hour online course on 'Product & Brand Management'.

As scheduled, the programme will commence on 26th December, 2021 and will culminate on 15th May, 2022.

This program focuses on managing and developing successful Products and Brands. One of the essential skills that a marketing manager must possess today is launching new products and enhancing brand equity successfully. With this view, the program is designed by experienced faculty at IIM Rohtak, and delivered by both academic and practitioners to help marketing professionals dive deeper into the business impact of product and brand management initiative and systematically strategize plans to excel in the field. The program aims to offer essential as well as advanced insights into understanding and managing your product and brand for generating long-term value as well as highest success using case-studies pedagogy and exercises.

We believe that this programme is going to take the participants through a unique learning experience in the coming weeks.

The Information brochure comprising programme objectives, day-wise session schedule and faculty profile is being shared with you.

We wish you a pleasant and fruitful interactive learning experience.

Best wishes,

IIM Rohtak



भारतीय प्रबंधन संस्थान
Indian Institute of Management Rohtak

**Online Executive Education
Programme in Product & Brand
Management**

Executive Education

Programme Coordinator

Prof. Dheeraj Sharma

Faulty Incharge (s)

Prof. Archit V. Tapar



Product and Brand Management

Course Objectives

Given the proliferation in products and brands in the last few years, the marketing manager's job gets more challenging. For an emerging market like India, wherein more and more MNCs enter into the market and become more competitive, managing products and brands becomes one of the critical sources of a Sustainable Competitive Advantage. However, marketers struggle to engage with the customers and come up with products meeting the needs of the customer. Further it gets more challenging in building and sustaining brand equity. Thus, it is of utmost importance to build a foundation block for your brand and a better understanding of the customer approach.

This course shall equip managers with a better understanding of product management, the new product development process, critical decisions in the area of branding, and managing a brand portfolio to enhance brand equity. The course highlights the inherent risks and different strategies for overcoming them.

Pedagogy

A combination of cases, exercises, lectures, and projects will be used.

Detailed Lecture Schedule – eMDP (PBM)

Time: 1915 – 22:05

Session No.	Date	Topic	Coverage of Topics	Case/ Reading	Faculty Name
1 & 2	26-12-2021	Introduction to the Product Management and Case Method pedagogy	<ul style="list-style-type: none">• What is Product• Product Concepts• Classification of Products	Kanpur Confectioneries Pvt Limited	Dr. SK Pandey
3-4	02-01-2022	Macro and Micro Environment Analysis	<ul style="list-style-type: none">• 5 C Analysis	Weblinks provided by Faculty, shared with Learning partner	Dr. Naman Sreen
5-6	09-01-2022	Understanding Consumer needs and Buying behaviour	<ul style="list-style-type: none">• Blackwell and Miniard model of CB• Stated versus unstated needs• Influencing factors in customer decisions• Individual differences	Parfum Nenaveh case	Dr. SK Pandey
7-8	16-01-2022	Product Development Strategy and Idea Generation	<ul style="list-style-type: none">• New Product Development	Case: ChotuKool :”Little cool, “Big Opportunity	Dr. SK Pandey
9-10	23-01-2022	Concept development and Testing	<ul style="list-style-type: none">• Developing efficient product concepts• Tradeoffs involved in product development	SweetWater	Dr. Archit Tapar

11-12	30-01-2022	Final Testing and launch	<ul style="list-style-type: none"> • Test Marketing • Analysing Test market results • Deciding on national launch on the basis of test markets 	Household Product (India) Limited (D)	Dr. SK Pandey
13-14	06-02-2022	Product Life Cycle and Diffusion of Innovation	<ul style="list-style-type: none"> • Different Stages in the product life cycle • Factors influencing diffusion of innovation • Categories of adopters 	<p>Book Chapter: chapter 11, MKTG Principles of Marketing Lamb, Hair, Sharma and McDaniel, Latest Edition (2015 or recent), Cengage Learning, India</p> <p>Case: Suryodaya Private Limited, IIMA/MAR0070</p> <p>Waage, F. (2010), "Predicting a new brand's life cycle trajectory," a brand is Lawrence, K.D. and Klimberg, R.K. (Ed.) Advances in Business and Management Forecasting (Advances in Business and Management Forecasting, Vol. 7), Emerald Group Publishing Limited, Bingley, pp. 121-134. https://doi.org/10.1108/S1477-4070(2010)0000007011</p>	Dr. Kuldeep Baishya
15-16	13-02-2022	Product Portfolio and Product Mix Strategy.	<ul style="list-style-type: none"> • SBU concept • Resource Allocation using BCG • Application to product portfolio decisions • Innovative extensions of BCG 	TATA group caselet with data	Dr. SK Pandey

17-18	20-02-2022	Segmentation and Product differentiation Strategies.	<ul style="list-style-type: none"> ● Select a Target ● Competitive Frame Of Reference & POD ● Positioning 	Positioning the Tata Nano (A) (B) Readings: Bruwer, J., Roediger, B., & Herbst, F. (2016). Domain-specific market segmentation: a wine-related lifestyle (WRL) approach, <i>Asia Pacific Journal of Marketing & Logistics</i> , 4-26. Kizgin, H. (2015). Integration, assimilation or separation? The implications for marketers of the Turkish Muslim consumers in The Netherlands, <i>Journal of Islamic Marketing</i> , 187 - 212.	Dr. Neha Bhardwaj
19-20	27-02-2022	Understanding Brands and Brand Management	<ul style="list-style-type: none"> ● What is Brand ● Role of Brand ● Attributes of a strong brand 	North Avenue: Selecting a Brand Name	Dr. SK Pandey
21-22	06-03-2022	Understanding and Measuring Brand Equity	<ul style="list-style-type: none"> ● Concept of Customer-Based Brand Equity ● Different approaches for measuring Brand Equity 	Computron Inc Case	Dr. SK Pandey
23-24	13-03-2022	Managing Brand Identity, Image, and Positioning	Concepts of <ul style="list-style-type: none"> ● Brand Identity, ● Brand Image, and ● Brand Positioning 	Scorpio from Mahindra Developing Brand	Dr. SK Pandey

25-26	20-03-2022	Brand Extension Decision	<ul style="list-style-type: none"> • What is a brand extension • Why do firms need to extend brand • Problems with brand extension • How customers evaluate the brand extension 	<p>Article: Note on brand extensions, IIMA/MAR0388TEC</p> <p>Case: Dettol: Managing brand extensions, IIMA/MAR0388</p>	Dr. Kuldeep Baishya
27-28	27-03-2022	Managing a Multi-Category Brand	<ul style="list-style-type: none"> • Strategy for managing multi-category brands 	Babur Oxyline : IIMR case repository	Dr. SK Pandey
29-30	03-04-2022	Building and Managing Global Brands	<ul style="list-style-type: none"> • Brand centric approach to Globalization 	BOS Brands: challenges of internationalization	Dr. Archit Tapar
31	17-04-2022	Managing Brand Recovery During Crisis	<ul style="list-style-type: none"> • Brand failure • Brand recovery during the crisis 	Taj: I will prevail. Exemplifying customer service in times of crisis	Dr. Archit Tapar
32	17-04-2022	Dealing with Counterfeit brands	<ul style="list-style-type: none"> • Impact of counterfeit brands • Possible actions to deal with counterfeit brands 	Can Knockoffs Knock out Your Business?	Dr. Archit Tapar
33-34	24-04-2022	Go-To-Market Strategy for a New Brand	<ul style="list-style-type: none"> • What is go to market strategy • Components of marketing strategy • Go to market strategy - new brand vs. established brand 	Gillette Guard India story	Siva M Kumar (VF)

35-36	01-05-2022	Managing Brand Transition / Repositioning	<ul style="list-style-type: none"> Managing brands over time. 	VNFPP Ltd., IIMB Case	Dr. SK Pandey
37-38	08-05-2022	Branding in the Digital Age	<ul style="list-style-type: none"> Challenges and opportunities of branding in the digital age 	Branding in the Digital Age (HBS - R1012C)	Dr. Rajat Sharma (VF)
39-40	15-05-2022	Project Presentations			Dr. Archit Tapar

***Faculty members may provide additional reading material if required.**

Programme Coordinator



Name of Faculty: Prof. Dheeraj Sharma

Current Post held: Director

Employment Record/Experience:

Prof. Dheeraj Sharma (Director, IIM Rohtak) is a marketing professor and writer. He has taught at numerous educational institutions including University of North Texas, Louisiana Tech University, University of Winnipeg, Ball State University, Athabasca University and IIM Ahmedabad. Prof. Sharma has a doctoral degree with a major in marketing and a double minor in psychology and quantitative analysis from Louisiana Tech University. His primary research interests are “relationships” in business domain. He explores relationships in the context of Workforce motivation (different levels of employees in an organization), behavioral channel theory (relationship between channels and organizations), international marketing strategy (cross-cultural relationship such as between brands across national boundaries), personal selling, brand management (relationship between consumers and brands), social media management (Human to Human Relationships), and ethics (Relationship between individual, organization and society). As a doctoral candidate, Dr. Sharma was Robert B. Toulouse Doctoral Fellow and Graduate School Doctoral Fellow. He is a member of who’s who of American professionals. He has conducted/participated in training programs and engaged in consulting assignment(s) with ICI Paints, Duncan Holdings LLC, Globe Rangers LLC, Hero Cycles Ltd, First Merchants Bank of America, Ambuja Cements, Mahindra and Mahindra, Tata Motors, Tata Teleservices Ltd, Tata Housing, Exide batteries, Central Warehousing Corporation, Life Insurance Company, Employee State Insurance Corporation, PGIMER, Vodafone, Alkem Pharma, Zydus Pharma, Watson Pharma, Colgate Palmolive, KPMG, Price Waterhouse Cooper, JK Fenner, Bajaj Auto, Cadbury, Punjab Milkfed among others. Prof. Sharma has been involved in consulting projects or/and executive training with several multinational corporations such as, He has conducted/participated in training programs and engaged in consulting assignment(s) with ICI Paints, Duncan Holdings LLC, Globe Rangers LLC, Hero Cycles Ltd, First Merchants Bank of America, Ambuja Cements, Mahindra and Mahindra, Tata Motors, Tata Teleservices Ltd, Tata Housing, Exide batteries, Central Warehousing Corporation, Life Insurance Company, Employee State Insurance Corporation, PGIMER, Vodafone, Alkem Pharma, Zydus Pharma, Watson Pharma, Colgate Palmolive, KPMG, Price Waterhouse Cooper, JK Fenner, Bajaj Auto, Cadbury, Punjab Milkfed among others. Dr. Sharma continues serve on boards and advisory boards of many organizations including central government appointed independent director on IRCTC (Indian Railways) and Punjab Government appointed independent director on Punjab State Cooperative Milk Producers Federation Limited. His expert views have been cited in many major international newspapers including Business Standard, Economic Times, Times of India, DNA, The Tribune, The Hindu, Asian Age, Vancouver Sun, Calgary Herald, Edmonton Journal, Montreal Gazette, National Post, CTV National News, among others.

Faculty Profile



Dr. Kuldeep Baishya holds a Ph.D from Indian Institute of Management Shillong. He earned a B.Tech in Information Technology from North-Eastern Hill University in 2010 and had been working as a software engineer for 2.5 years before joining the doctoral programme at IIM Shillong in 2013. Prof. Kuldeep has published some of his research papers in reputed journals. He worked as an Assistant Professor at University of Engineering and Management Kolkata, and FORE School of Management, New Delhi before joining Indian Institute of Management Rohtak. His teaching interests include Marketing Management, Marketing Research, Consumer Behavior, and Marketing at the Bottom of the Pyramid and national conferences.



Dr. Neha Bhardwaj is a faculty in the Marketing area at IIM, Rohtak. She has her doctorate from Faculty of Management Studies (FMS), University of Delhi. She completed her MBA from IBS, Hyderabad and her Bachelors in Technology (B.Tech) from Himachal Pradesh University. She was awarded the Junior Research Fellowship from the UGC in 2012. Prior to joining IIM Rohtak, Neha worked as a faculty member for over 5 years, teaching management students. Neha has published papers in reputed international journals as well as presented her work at reputed international and national conferences.



Dr. Naman Sreen is an Assistant Professor in the Area of Marketing and Strategy at IIM Rohtak. He did his Ph.D. in Marketing from Indian Institute of management, Shillong. Dr. Sreen received his PGDM degree in Marketing from great lakes institute of management, Chennai. Dr. Sreen did his B Tech in computer science from university college of engineering, Punjabi university, Patiala. Before joining IIM Rohtak, he has served as an assistant professor at Jindal Global Business School, Sonapat for about 10 months. The current research areas he is working in are as follows: green purchasing behavior, Sustainable consumption, ethical consumption, and tourism in Covid-19. He has published in various internationally reputed journals.



Dr. Rajat Sharma is a faculty at Indian Institute of Management Ahmedabad. His current research interest targets the analysis of the marketing consequences of the Internet and digital media on consumer behavior, industries and markets. He has an expertise in the application of analytics in business, with specific emphasis to marketing, sustainability, retailing and e-commerce. He has used many statistical tools in his research including SPSS, LISREL, SmartPLS, Excel and R. He is also assisting numerous startups in their consumer behavior analysis, digital and analytical needs.



Dr. S. K. Pandey is Associate Professor (Marketing Management Area) at IIM Rohtak. He is also holding the designation of Dean (Academics) and Chairperson, Executive Education. Prof. Pandey is an MBA, UGC-NET and Ph.D. in Management from C.S.J.M. University Kanpur. He has a total of 15 years of teaching and research experience during which he has taught at prestigious institutions like FORE School of Management, Delhi Institute of Advanced Studies and Bharati Vidyapeeth's Institute of Management and Research, Delhi. He holds special interest in sales related research and has published many papers in refereed journals of national and international repute. His paper on customer satisfaction in Banks was adjudged the outstanding paper in the Marketing Management Association Conference in Chicago, USA in 2010.



Dr. Archit V. Tapar is a faculty in the Marketing Management Area at IIM Rohtak. A marketing fellow from IIM Indore with masters in management from Mumbai University, Archit has also been a faculty for Marketing at PICT-STM, Pune and Marketing Manager for a chemical firm at Mumbai. He brings with himself a rich combination of academic and industry experience in the field of marketing. His research is primarily on brand anthropomorphism and he has published and presented his work in journals of international repute and conferences worldwide. His research interest areas include brand management, services marketing, tourism marketing and online retailing to name a few. His teaching areas are Marketing Management, Brand Management, Advertising and Promotions, B2B Marketing and Experimental Research Design. Apart from his academic credentials, Archit has also played a key role in the management of several National and International conferences hosted by IIM Indore during his fellowship and has experience of successfully representing his organization at



Mr. Siva M Kumar is a strategic and result-oriented chartered marketer with over 25 years in management positions of progressive responsibilities. Consistent record of developing new, profitable multi-billion dollar programs and managing WW market penetration initiatives. Strong team player and mentor; excels in moderating among multiple divisions and maintains relationships with staff, peers, and management. Doctoral research scholar and Fellow of Indian Institute of Management, Indore. Good written, verbal, interpersonal communicator, enthralling presenter, and engaging trainer. A featured author in CMO Council, PeerSphere, Technology Evaluation.com and has published articles on data driven marketing, marketing technologies, and enterprise software.