



## भारतीय प्रबंध संस्थान रोहतक

### INDIAN INSTITUTE OF MANAGEMENT ROHTAK

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Management City, Southern Bye Pass, Sunaria NH 10, Rohtak, Haryana, India-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 26<sup>th</sup> March, 2023 and will culminate on 25<sup>th</sup> June, 2023.

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 प्रबंध संस्थान  
**Indian Institute of Management Rohtak**

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

**Executive Education**

Faulty Incharge (s)

Prof. S K Pandey

## **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 become 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 4)**  
**Time: 1915 – 22:05 (Sundays and 2<sup>nd</sup> & 4<sup>th</sup> Saturdays)**

Session No.	Date	Topic	Coverage of Topics	Case/ Reading	Faculty Name
1 & 2	26 March 2023	Introduction to the Product Management and Case Method pedagogy	<ul style="list-style-type: none"> <li>• What is Product</li> <li>• Product Concepts</li> <li>• Classification of Products</li> </ul>	Vora and Company	Dr. S K Pandey
3-4	2 April 2023	Understanding Consumer needs and Buying behaviour	<ul style="list-style-type: none"> <li>• Blackwell and Miniard model of CB</li> <li>• Stated versus unstated needs</li> <li>• Influencing factors in customer decisions</li> <li>• Individual differences</li> </ul>	1. Marketing brand Aava: not as simple as water [Emerald] 2. Gender effects on impulse buying behavior [Emerald]	Dr. Archit Tapar
5-6	8 April 2023	Macro and Micro Environment Analysis	<ul style="list-style-type: none"> <li>• 5 C Analysis</li> </ul>	Vodafone India the Indian wireless industry by Atul Gupta and Stef Nicovich (Emerald)	Dr. Pranav Dharmani
7-8	9 April 2023	Product Development Strategy and Idea Generation	<ul style="list-style-type: none"> <li>• New Product Development</li> </ul>	Stasch, S.F., Lonsdale, R.T. and LaVenka, N.M. (1992), "Developing a Framework for Sources of New Product Ideas", Journal of Consumer Marketing, Vol. 9 No. 2, pp. 5-15.	(VF1)
9-10	16 April 2023	Concept development and Testing	<ul style="list-style-type: none"> <li>• Developing efficient product concepts</li> <li>• Tradeoffs involved in product concept development</li> <li>• Concept Testing</li> </ul>	Hindustan Oil Mills Limited (A) IIM A Case	Dr. Neeraj Singh
11-12	22 April 2023	Test Marketing and launch	<ul style="list-style-type: none"> <li>• Test Marketing</li> <li>• Analysing Test market results</li> <li>• Deciding on national launch on the basis of test markets</li> </ul>	TruEarth Healthy Foods: Market Research for New Product Introduction	Dr. Archit Tapar
13-14	23 April 2023	Product Life Cycle and Diffusion of Innovation	<ul style="list-style-type: none"> <li>• Different Stages in the product life cycle</li> <li>• Factors influencing diffusion of innovation</li> <li>• Categories of adopters</li> </ul>	Waage, F. (2010), "Predicting a new brand's life cycle trajectory." Advances in Business and Management Forecasting (Advances	VF2

				in Business and Management Forecasting, Vol. 7), Emerald Group Publishing Limited, Bingley, pp. 121-134	
15-16	30 April 2023	Product Portfolio and Product Mix Strategy.	<ul style="list-style-type: none"> <li>• SBU concept</li> <li>• Resource Allocation using BCG</li> <li>• Application to product portfolio decisions</li> <li>• Innovative extensions of BCG</li> </ul>	LAVA Mobiles (IIM Rohtak Case Repository) <a href="https://www.bcg.com/publications/2014/growth-share-matrixbcg-classicsrevisite">https://www.bcg.com/publications/2014/growth-share-matrixbcg-classicsrevisite</a>	Dr. Neeraj Singh
17-18	7 May 2023	Segmentation and Product differentiation Strategies.	<ul style="list-style-type: none"> <li>• Select a Target</li> <li>• Competitive Frame Of Reference &amp; POD</li> <li>• Positioning</li> </ul>	THE YES: Reimagining the Future of E-Commerce with Artificial Intelligence (AI)	Dr. Ankit Kesharwani
19-20	13 May 2023	Understanding Brands and Brand Management	<ul style="list-style-type: none"> <li>• What is Brand</li> <li>• Role of Brand</li> <li>• Attributes of a strong brand</li> </ul>	Kanpur confectionaries Pvt Ltd. [IIMA]	Dr. S K Pandey
21-22	14 May 2023	Understanding and Measuring Brand Equity	<ul style="list-style-type: none"> <li>• Concept of Customer-Based Brand Equity</li> <li>• Different approaches for measuring Brand Equity</li> </ul>	Computron Inc Case	Dr. S K Pandey
23-24	21 May 2023	Managing Brand Identity, Image, and Positioning	<p>Concepts of</p> <ul style="list-style-type: none"> <li>• Brand Identity,</li> <li>• Brand Image, and</li> <li>• Brand Positioning</li> </ul>	Scorpio from Mahindra Developing Brand [IIMA cases] Post-acquisition brand identity: acquisition of Flipkart group by Walmart Inc. [Emerald	Dr. S K Pandey
25-26	27 May 2023	Brand Extension Decision	<ul style="list-style-type: none"> <li>• What is a brand extension</li> <li>• Why do firms need to extend brand</li> <li>• Problems with brand extension</li> <li>• How customers evaluate the brand extension</li> </ul>	Article: Note on brand extensions, IIMA/MAR0388TEC Case: Dettol: Managing brand extensions, IIMA/MAR0388	Dr. Archit Tapar
27-28	28 May 2023	Managing a Multi-Category Brand	<ul style="list-style-type: none"> <li>• Strategy for managing multi-category brands</li> </ul>	CavinKare Private Limited (A) IIM A	

29-30	04 June 2023	Building and Managing Global Brands	<ul style="list-style-type: none"> <li>• Brand centric approach to Globalization</li> </ul>	BOS Brands: challenges of internationalization	Dr. Pranav Dharmani
31-32	10 June 2023	Managing Brand Recovery During Crisis Dealing with Counterfeit brands	<ul style="list-style-type: none"> <li>• Brand failure</li> <li>• Brand recovery during the crisis</li> <li>• Impact of counterfeit brands</li> <li>• Possible actions to deal with counterfeit brands</li> </ul>	Taj: I will prevail. Exemplifying customer service in times of crisis & Jindal stainless ltd.: Thwarting Counterfeit Products". W27690, Ivey Publishing (Self-written).	Dr. Archit Tapar
33-34	11 June 2023	Branding in the Digital Age	<ul style="list-style-type: none"> <li>• Challenges and opportunities of branding in the digital age</li> </ul>	Branding in the Digital Age (HBS - R1012C)	Dr. Ankit Kesharwani
35-36	18 June 2023	Go-To-Market Strategy for a New Brand	<ul style="list-style-type: none"> <li>• What is go to market strategy</li> <li>• Components of marketing strategy</li> <li>• Go to market strategy - new brand vs. established brand</li> </ul>	<a href="#">Gillette Guard India story</a>	(VF3)
37-38	25 June 2023	Managing Brand Transition / Repositioning	<ul style="list-style-type: none"> <li>• Managing brands over time.</li> </ul>	VNFPP Ltd., IIMB Case	Dr. S K Pandey
39-40	25 June 2023	Project Presentations			Dr. S K Pandey

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

## Faculty Profile



**Dr. S. K. Pandey** is an Associate Professor in the area of Marketing and Dean Research and Executive Education at IIM Rohtak. He is also the editor of Emerging Economies Case Journal from Sage publications. Dr. Pandey has published extensively in reputed journals such as Journal of Retailing and Consumer Services, International Journal of Retail and Distribution Management, International Journal of Market Research, Australasian Marketing Journal, Marketing Intelligence and Planning, Event Management, Journal of Cleaner Production and International Journal of Conflict Management. Dr. Pandey's earned the outstanding paper award in the Marketing Management Association Conference at Chicago in 2010. He has over 20 years of teaching experience with more than 16 years of Post Ph.D. experience of teaching MBA students. Dr. Pandey has been trained in case pedagogy by Richard Ivey School of Business, Kelley School of Business and IIM Ahmedabad Professors through various Faculty Development Programmes. He is also actively engaged in training and providing consultancy to leading corporates. Some of the leading organizations include Indian Police Services, Haryana Police Services, Life Insurance Corporation, Punjab National Bank, Power Grid Corporation, and Indian Oil Corporation.



**Dr. Ankit Kesharwani** is an assistant professor in the area of Marketing and Strategy. Prior to joining IIM Rohtak, he was associated with the Indian Institute of Foreign Trade (IIFT) Delhi Campus (2018-2021), and IBS Hyderabad (2014-2018). During his Ph.D., he was a visiting scholar at Fogelman College of Business and Economics, University of Memphis, USA (2011 -2012). He has about 8 years of post-Ph.D. experience in teaching MBA students, Executive MBA students, and Doctoral students. He has specializations in Digital Marketing, Marketing Analytics, Web and social media, Analytics, Business Research Methods, Marketing Research, Marketing Management, and Customer Relationship Management. He has taken training sessions for employees of various government and corporate organizations, including DGR, Tata Metaliks, Electronics Corporation of India Limited, Punjab National Bank, National Cooperative Dairy Federation of India Ltd, Engineers India Ltd, and Indian Energy Exchange Limited. He was also involved in various government projects like Sector-Specific Logistics Performance Index (LPI-S) 2020 by IIFT, Logistics Ease Across Different States (LEADS) 2021 report by Ernst & Young, and Khadi and Village Industries Commission (KVIC) 2021 project by IIFT. He has also published several research papers in premier international journals such as Information & Management, Electronics Commerce Research, Behaviour & Information Technology, Journal of Strategic Marketing, Journal of Global Information Management, Journal of Internet Commerce, etc. Primarily his area of research interest revolves around Technology adoption, Mobile Health Apps, Mobile Payment Apps, Online Advertising, Service Co-creation, etc.



**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 the global platform.



**Dr. Pranav Dharmani** is working as an Assistant Professor in Marketing and Strategy area at IIM Rohtak. He holds Ph.D. (FPM) in Business Policy and Strategy from IIM Raipur and M.Tech in Nanoscience and Technology from Delhi Technological University (formerly DCE). His research has been published in Journal of Business Research and has been selected at various conferences like Academy of Management, Strategic Management Society, European Academy of Management, British Academy of Management, Industry Studies Association, etc. His research interests include industry evolution, technology management and creative industries.



**Dr Neeraj Singh** is a Visiting Assistant Professor in the Marketing and Strategy area of the institute. He has completed his PhD from the Indian Institute of Management, Lucknow. He is also an alumnus of the Indian Institute of Forest Management Bhopal and a UGC-NET-Junior Research Fellowship (JRF) Awardee. Before joining the institute, he was briefly associated with XIM University, Bhubaneswar, as a visiting faculty. His research is aligned across two closely related domains. First, he explores the factors affecting farmers' adoption of AgTech platforms. He has extensively worked on the factors affecting farmers' adoption of AgTech Platforms, primarily focusing on understanding the empirical relationship between platform complementarity and situational normality with the farmers' trust. His research in this domain is grounded in the theory of network externality and the theory of generalized expectancies. He also explored the farmers' preference for the agricultural platform design attributes using a discrete choice experiment method.