



भारतीय प्रबंध संस्थान रोहतक  
Indian Institute of Management Rohtak

Online Executive Education Programme in  
Product & Brand Management

Executive Education

**Programme Coordinator**

Prof. Dheeraj Sharma

**Faulty Incharge(s)**

Dr. Pranav Dharmani & Dr. Mihir Kushwah



## भारतीय प्रबंध संस्थान रोहतक

### INDIAN INSTITUTE OF MANAGEMENT ROHTAK

मैनेजमेंट सिटी, दक्षिण बायपास, NH 10, सुनारिया, रोहतक, हरियाणा, भारत-124010  
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#### **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 February 23<sup>rd</sup>, 2025 and will culminate on June 14<sup>th</sup>, 2025

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

## **Course Objectives**

Given the proliferation of 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 customers and develop products meeting the customer's needs. Further, it gets more challenging to build and sustain 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 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 06)

Time: 19:15 to 22:05 (Sundays and 2<sup>nd</sup> Saturdays)

Session No.	Date	Topics	Coverage of Topics	Case/ Reading	Faculty
1- 2	February 23, 2025	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>	“Race”-ing ahead! – Just a storm in the tea cup? (Emerald)	Dr. Mihir Kushwah
3-4	March 2, 2025	Macro and Micro Environment Analysis	<ul style="list-style-type: none"> <li>• 5 C Framework</li> </ul>	Country Delight: Expanding the Consumer’s Product Pantry (Emerald)	Dr. Rubina Chakma
5-6	March 9, 2025	Understanding Consumer needs and Buying behavior.	<ul style="list-style-type: none"> <li>• Blackwell &amp; Miniard model: Consumer needs, factors affecting decision making, and individual differences.</li> </ul>	Case: Marketing brand Aava: not as simple as water (Emerald)	Dr. Mihir Kushwah
7-8	March 16, 2025	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> <li>• Cohort Analysis</li> </ul>	THE YES: Reimagining the Future of E-Commerce with Artificial Intelligence (AI) (HBSP)	Dr. Ankit Kesharwani
9-10	March 23, 2025	Product Development Strategy and Idea Generation	<ul style="list-style-type: none"> <li>• New Product Development</li> <li>• Sources of Idea Generation</li> <li>• Ansoff Matrix</li> </ul>	Peebuddy: ladies, it’s time to stand-up! (Emerald)	Dr. Archit Tapar
11-12	March 30, 2025	Concept development, innovation, and business model	<ul style="list-style-type: none"> <li>• Developing efficient product concepts</li> <li>• Concept Testing and R&amp;D</li> <li>• Business Model Canvas</li> </ul>	Hindustan Oil Mills Limited (A) IIM A Case Additional examples to be used by the instructor for business model canvas	Dr. Neeraj Singh
13-14	April 06, 2025	Test Marketing and launch	<ul style="list-style-type: none"> <li>• Test Marketing, Interview Surveys.</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
15-16	April 12, 2025	Management of Product Portfolio and Development of Product Mix Strategy.	<ul style="list-style-type: none"> <li>• SBU concept</li> <li>• Resource Allocation using BCG</li> <li>• Product portfolio decisions</li> <li>• Strategic extensions of BCG</li> </ul>	LAVA Mobiles (IIM Rohtak Case Repository)	Dr. Mihir Kushwah
17-18	April 13, 2025	Understanding Brands and Brand Equity	<ul style="list-style-type: none"> <li>• Role of Brand in marketing</li> <li>• Attributes of a strong brand.</li> <li>• Customer-Based Brand Equity</li> </ul>	The logo change at Gap North America [Emerald Case]	Dr. Mihir Kushwah
19-20	April 20, 2025	Branding in the Digital Age	<ul style="list-style-type: none"> <li>• Opportunities of branding in the digital age</li> </ul>	Branding in the Digital Age You’re Spending Your Money in All the Wrong Places (HBR article)	Dr. Kshemendra Sharma (VF)

21-22	April 27, 2025	Product Life Cycle and Diffusion of Innovation	<ul style="list-style-type: none"> <li>• Different Stages in the product life cycle</li> <li>• Diffusion of Innovation</li> <li>• Factors influencing diffusion of innovation</li> </ul>	<b>Case:</b> Thenga Coco: the incredible voice of sustainable shells (Emerald)	Dr. Rubina Chakma
23-24	May 4, 2025	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> <li>• Luxury Branding</li> </ul>	Scorpio from Mahindra Developing Brand [IIMA cases]	Dr. Mihir Kushwah
25-26	May 10, 2025	Brand Extension Decision	<ul style="list-style-type: none"> <li>• Why do firms need to extend a 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. Mihir Kushwah
27-28	May 11, 2025	Managing Brand Transition / Repositioning	<ul style="list-style-type: none"> <li>• Managing brands over time.</li> <li>• Managing Competition</li> </ul>	From Hero Honda to Hero V/s Honda in the Indian Market: Creating New Consumer Memories and Perception [emerald]	Mr. Ashish Tiwari (VF)
29-30	May 18, 2025	Managing a Multi-Category Brand	<ul style="list-style-type: none"> <li>• Strategy for managing multi-category brands</li> </ul>	Amazon India's "Apni Dukaan": branding strategy	Mr. Ashish Tiwari (VF)
31-32	May 25, 2025	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
33-34	June 1, 2025	Go-To-Market Strategy for a New Brand	<ul style="list-style-type: none"> <li>• What is go to market strategy</li> <li>• Go to market strategy - new brand vs. established brand</li> <li>• Market Sizing.</li> </ul>	<p>READING: <a href="https://online.hbs.edu/blog/post/go-to-market-strategy-framework">https://online.hbs.edu/blog/post/go-to-market-strategy-framework</a></p> <p>CASE: Sunfuel Electric: charting a differentiated go-to-market-strategy in the EV charging space (EMERALD CASE)</p>	Dr. Harmanjit Singh
35-36	June 8, 2025	Managing Brand Recovery During Crisis	<ul style="list-style-type: none"> <li>• Brand failure</li> <li>• Brand recovery during the crisis</li> </ul>	IndiGo Airlines in India: managing "moments of truth"	Dr. Ankit Kesharwani
37-38	June 14, 2025	Project Presentations			Dr. Pranav Dharmani/ Dr. Mihir Kushwah
39-40	June 15, 2025				

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

## Faculty Profile



**Dr. Archit V Tapar** is a faculty in the Marketing Management Area at IIM Rohtak. A marketing fellow from IIM Indore with a master's in management from Mumbai University, Archit has also been a faculty for Marketing at PICT-STM, Pune and a Marketing Manager for a chemical firm in Mumbai. He brings with him 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 successfully representing his organisation on the global platform.



**Dr. Pranav Dharmani** is a faculty in the area of 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. Ankit Kesharwani** is a faculty 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.



**Dr. Neeraj Singh** is a faculty in the area of 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.



**Dr. Harmanjit Singh** is an Assistant Professor in the Marketing and Strategy department at IIM Rohtak. He holds a PhD in Marketing from IIM Kashipur, where he examined the influence of user-generated content such as online reviews on consumer behavior in the fashion e-commerce domain. Dr. Singh has nine years of industry experience in digital marketing, where he managed various projects related to social media marketing, SEO, SEM, blogging, and online advertising in both B2C and B2B domains. He has published his research papers in reputed journals such as Computers in Human Behavior and International Journal of Retail & Distribution Management. He has also presented his research papers at various national and international conferences organized by IIM Raipur, IIM Rohtak, IIM Kozhikode and University of Zaragoza, Spain.



**Dr. Mihir Kushwah** is a faculty in the area of Marketing and Strategy domain at the Indian Institute of Management Rohtak. He holds a Ph.D. from the Indian Institute of Management Raipur. Prior to his Ph.D. he has worked in the retail sector and the corporate sector. He integrates the recent academic research with practical industry experience to offer novel perspectives and insights into marketing challenges. During his doctoral programme he provided consultancy services to the Chhattisgarh State Minor Forest Produce (Trading & Development) Co-operative Federation Ltd. under the aegis of the Chhattisgarh Government.



**Dr. Rubina Chakma** is a faculty in the area of Marketing and Strategy Area at Indian Institute of Management Rohtak. She holds a Ph.D. in Strategy from IIT Delhi and an MBA from Motilal Nehru National Institute of Technology (MNNIT), Allahabad. Her research work has been published in reputed International Journals, such as IEEE Transactions on Engineering Management, Journal of Strategic Marketing, Journal of Management and Organization, and Technology Analysis and Strategic Management Journal. Before Joining IIM Rohtak, she worked as an Assistant Professor at IILM Institute for Higher Education, Lodhi Road, New Delhi. Her research interests include Organizational Ambidexterity and Innovation Management.