



## 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 22<sup>nd</sup> May, 2022 and will culminate on 23<sup>rd</sup> October, 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 प्रबद्ध 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



## Data analytics

### **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 II)

Time: 1915 – 22:05

Sessio n No.	Date	Topic	Coverage of Topics	Case/Reading	Faculty Name
1 & 2	22-05-2022	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>	Peebuddy: ladies, it's time to stand-up!	Dr. Ankit Kesharwani
3-4	29-05-2022	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
5-6	05-06-2022	Understanding Consumer needs and Buying behavior	<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>	(a) Gender effects on impulse buying behavior [Emerald]  (b) Internal workforce, symbolism and licensed products: 17th Asian Games [Emerald]	Dr. RS Yadav
7-8	12-06-2022	Product Development Strategy and Idea Generation	<ul style="list-style-type: none"> <li>• New Product Development</li> </ul>	Vora and Company (IIMA)	Dr. SK Pandey
9-10	19-06-2022	Concept development and testing	<ul style="list-style-type: none"> <li>• Developing efficient product concepts</li> <li>• Tradeoffs involved in product development</li> </ul>	SweetWater	Dr. Archit Tapar
11-12	26-06-2022	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>	Household Product (India) Limited (D)	Dr. Archit Tapar
13-14	03-07-2022	Product Life Cycle and Diffusion of Innovation	Different Stages in the product life cycle Factors influencing diffusion of innovation Categories of adopters	Book Chapter: chapter 11, · MKTG Principles of Marketing Lamb, Hair, Sharma and McDaniel, Latest Edition (2015 or recent), Cengage Learning, India Case: Suryodaya Private Limited, IIMA/MAR0070	Dr. Kuldeep Baishya

				<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. <a href="https://doi.org/10.1108/S1477-4070(2010)0000007011">https://doi.org/10.1108/S1477-4070(2010)0000007011</a></p>	
15-16	17-07-2022	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>	<ul style="list-style-type: none"> <li>● Bharat Heavy Electricals Ltd.: growth strategies for the future (Emerald Case)</li> <li>● <a href="https://www.bcg.com/publications/2014/growth-share-matrix-bcg-classics-revisited">https://www.bcg.com/publications/2014/growth-share-matrix-bcg-classics-revisited</a></li> </ul>	Dr. Sanket Dash
17-18	24-07-2022	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>	<p>(a) The wellness zone headmasters salon and spa: managing growth [Emerald]</p> <p>(b) Micromax Informatics Ltd: Marketing strategy for emerging markets [Emerald]</p>	Dr. RS Yadav
19-20	31-07-2022	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>	<p>C1: Amazon India's "Apni Dukaan": branding strategy [Emerald]</p> <p>2. Marketing brand Aava: not as simple as water [Emerald]</p>	Dr. RS Yadav

21-22	07-08-2022	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. SK Pandey
23-24	14-08-2022	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>	<p>(a) Scorpio from Mahindra Developing Brand [IIMA cases]</p> <p>(b) Post-acquisition brand identity: acquisition of Flipkart group by Walmart Inc. [Emerald]</p>	Dr. RS Yadav
25-26	21-08-2022	Brand Extension Decision	<p>What is a brand extension</p> <p>Why do firms need to extend brand</p> <p>Problems with brand extension</p> <p>How customers evaluate the brand extension</p>	<p>Article: Note on brand extensions, IIMA/MAR0388TEC</p> <p>Case: Dettol: Managing brand extensions, IIMA/MAR0388</p>	Dr. Kuldeep Baishya
27-28	28-08-2022	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	Dr. Archit Tapar
29-30	04-09-2022	Building and Managing Global Brands	<ul style="list-style-type: none"> <li>● Brand centric approach to Globalization</li> </ul>	BOS Brands: challenges of internationalization (Emerald)	Dr. Pranav Dharmani
31	11-09-2022	Managing Brand Recovery During Crisis	<ul style="list-style-type: none"> <li>● Brand failure</li> <li>● Brand recovery during the crisis</li> </ul>	Taj: I will prevail. Exemplifying customer service in times of crisis	Dr. Ankit Kesharwani
32	11-09-2022	Dealing with Counterfeit brands	<ul style="list-style-type: none"> <li>● Impact of counterfeit brands</li> <li>● Possible actions to deal with counterfeit brands</li> </ul>	Can Knockoffs Knock out Your Business?	Dr. Ankit Kesharwani
33-34	18-09-2022	Go-To-Market Strategy for a New Brand	<p>What is go to market strategy?</p> <p>Components of marketing strategy</p> <p>Go to market strategy - new brand vs. established brand</p>	<a href="https://www.businessstoday.in/magazine/lbs-case-study/story/gillette-innovated-improved-its-market-share-in-india-47708-2014-04-04">https://www.businessstoday.in/magazine/lbs-case-study/story/gillette-innovated-improved-its-market-share-in-india-47708-2014-04-04</a>	Siva M Kumar (VF)

35-36	25-09-2022	Managing Brand Transition / Repositioning	<ul style="list-style-type: none"> <li>Managing brands over time.</li> </ul>	VNFPP Ltd., IIMB Case	Dr. SK Pandey
37-38	16-10-2022	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
39-40	23-10-2022	Project Presentations			Dr. Archit Tapar

## 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. 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. Rama Shankar Yadav** is a faculty in the area of Human Resource Management at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from Indian Institute of Management Ahmedabad. He worked as an HR Manager with Tata Motors for two years before joining his doctoral studies. Prior to IIM Rohtak, he was teaching at Banaras Hindu University, Varanasi. Dr. Yadav is also serving as an Associate Editor for Indian Journal of Human Relations and Indian Journal of Social Science Researches.



**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. 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. Dr. 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. Sanket Sunand Dash** is a faculty in the area of Organizational Behaviour & Human Resource Management (OB&HRM) at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from Indian Institute of Management Ahmedabad. He worked as a senior analyst with Deloitte US India for four years before joining the FPM program in IIM Ahmedabad. Before joining IIM Rohtak, he was a faculty at Xavier School of Human Resources (XAHR), Xavier University Bhubaneswar.



**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.



**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.