



**भारतीय प्रबंध संस्थान रोहतक**

**INDIAN INSTITUTE OF MANAGEMENT ROHTAK**

मैनेजमेंट सिटी, दक्षिण बायपास, NH 10, सुनारिया, रोहतक, हरियाणा, भारत-124010

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 06<sup>th</sup> August, 2023 and will culminate on 26<sup>th</sup> November, 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**

Faculty Incharge (s)

Dr. Neeraj Singh & Dr. Archit Tapar

## **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 5)

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	August 06, 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>	“Race”-ing ahead! – Just a storm in the tea cup? [Emerald Case]	Dr. Neeraj Singh
3-4	August 12, 2023	Macro and Micro Environment Analysis	<ul style="list-style-type: none"> <li>• 5 C Framework</li> </ul>	Vodafone India the Indian wireless industry by Atul Gupta and Stef Nicovich (Emerald Case)	Dr. Pranav Dharmani
5-6	August 13, 2023	Understanding Consumer needs and Buying behavior.	Blackwell & Miniard model: Consumer needs, factors affecting decision making, and individual differences.	Perfume Neenaveh.	Dr. Harmanjit Singh
7-8	August 20, 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> <li>• Cohort Analysis</li> </ul>	THE YES: Reimagining the Future of E-Commerce with Artificial Intelligence (AI)	Dr. Ankit Kesharwani
9-10	August 27, 2023	Product Development Strategy and Idea Generation	<ul style="list-style-type: none"> <li>• New Product Development</li> <li>• Ansoff Matrix &amp; HEART framework.</li> </ul>	Takeuchi, H., & Nonaka, I. The new product development game. <i>Harvard business review</i> , 64(1), 137-146.  Peebuddy: ladies, it’s time to stand-up! (Emerald Case)	Mr. Roy Kshemendra Sharma (VF)
11-12	September 3, 2023	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  Supplementary short business caselets to be used during the session.	Dr. Neeraj Singh
13-14	September 9, 2023	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 V. Tapar

15-16	September 10, 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>• AARRR Framework</li> </ul>	<p>Hayes, R. The dynamics of process-product life cycle. Harvard business review, 127-136.</p> <p>To be shared by the instructor before the scheduled session.</p>	Mr. Roy Kshemendra Sharma (VF)
17-18	September 17, 2023	Product Portfolio and 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>• Innovative extensions of BCG</li> </ul>	LAVA Mobiles (IIM Rohtak Case Repository)	Dr. Neeraj Singh
19-20	September 24, 2023	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. Harmanjit Singh
21-22	October 1, 2023	Branding in the Digital Age	<ul style="list-style-type: none"> <li>• Opportunities of branding in the digital age</li> </ul>	<p>Reading: Branding in the Digital Age (HBS - R1012C)</p> <p>From music industry to content industry: a story of Sun Eater Records [Emerald Case]</p>	Dr. Harmanjit Singh
23-24	October 8, 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> <li>• Luxury Branding</li> </ul>	Scorpio from Mahindra Developing Brand [IIMA cases]	Dr. RS Yadav
25-26	October 14, 2023	Brand Extension Decision	<ul style="list-style-type: none"> <li>• Why do firms need to extend brand?</li> <li>• Problems with brand extension</li> <li>• How customers evaluate the brand extension</li> </ul>	<p>Article: Note on brand extensions, IIMA/MAR0388TEC</p> <p>Case: Dettol: Managing brand extensions, IIMA/MAR0388</p>	Dr. Archit V. Tapar
27-28	October 15, 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	Prof. SK Pandey
29-30	October 22, 2023	Managing Brand Transition / Repositioning	<ul style="list-style-type: none"> <li>• Managing brands over time.</li> <li>• Managing Competition</li> </ul>	VNFPP Ltd., IIMB Case	Dr. Amit Anand Tiwari
31-32	October 29, 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

33-34	November 5, 2023	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
35-36	November 19, 2023	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>	Gillette Guard India story	Dr. Shiv Kumar (VF)
37-38	November 26, 2023	Project Presentations			Dr. Archit V. Tapar/ Dr. Neeraj Singh
39-40					

*\*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

	<p>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.</p>
	<p><b>Dr. Pranav Dharmani</b> 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.</p>
	<p><b>Dr Neeraj Singh</b> 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.</p>
	<p><b>Dr. Rama Shankar Yadav</b> 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.</p>
	<p><b>Dr. Amit Anand Tiwari</b> works as an Assistant Professor in the area of Marketing Management at IIM Rohtak. A marketing fellow from IIM Lucknow with masters in management from FMS (BHU), Amit has also been a faculty in Marketing area at IIM, kolkata. Prior to joining IIM Lucknow, He has worked with Allahabad bank as assistant manager for 3.5 years. He has published articles in journals, conferences, and magazine of international repute. His research interests include; Service dominant Logic, Sustainability, Sub-culture Behavior, Entertainment &amp; media consumption.</p>



**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. He serves as a reviewer for several academic journals listed in the ABDC journal quality list.