



भारतीय प्रबंध संस्थान काशीपुर
INDIAN INSTITUTE OF MANAGEMENT KASHIPUR



Executive Development
Programme in

Product Management and Digital Brand Analytics

Master the Art of Influence and Innovation

Excel with Excellence: Get the IIM Kashipur Advantage

Established in 2011 as a second-generation institution by the Government of India, the Indian Institute of Management Kashipur (IIM Kashipur) is dedicated to achieving excellence in management education. Marking a decade of service to the education and management sectors, the institute is guided by its core values of collegiality, transparency, green consciousness, and proactive engagement with stakeholders.



Ranked 8th

**By Times Management Institutes,
2023**



Ranked 19th

**By Under Management Category
- NIRF, 2023**

Our Core Values



Cultivating a culture of mutual respect and collaboration among stakeholders.



Committed to active involvement and open communication with all stakeholders.



Advocating for green consciousness through sustainable practices.



Upholding openness, clarity, and accountability in all dealings.

Programme Overview

Led by industry experts and renowned faculty, this immersive certificate programme enhances your proficiency in product innovation, brand strategy, and market dynamics, ensuring you stay ahead in the competitive landscape. This programme combines cutting-edge insights with real-world applications, equipping leaders to navigate dynamic markets. Elevate your leadership in the realm of Product and Brand Management with a distinctive curriculum.

 **Duration: 6 Months (75 Hours)**

 **Programme Fee (Inclusive of Offline Classes): INR 85,000/- + GST**



ELIGIBILITY:

- Diploma (10+2+3)/ Bachelor's Degree or equivalent (10+2+3 or 10+2+4)/ 2 Years Master's Degree or Equivalent/ from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- 2 years of work experience after completion of qualifying education
- Participants who fulfill the first criteria but are not working currently are also eligible for the programme.

Programme Objectives

Develop a robust understanding of key product management and branding concepts.

Acquire expertise in applying concepts such as NPD, Brand Building, Corporate Branding, and Services Branding for effective growth assessment.

Gain skills to measure the financial impact of NPD and branding initiatives, enhancing strategic decision-making.

Master the implementation of advanced product and branding strategies, ensuring a competitive edge in the marketplace.

Equip professionals with the knowledge and skills for successful execution of strategic product and branding initiatives in today's dynamic business environment.

Benefits



Delve into top-tier insights at IIM Kashipur.



Create winning product and brand strategies.



Adapt strategies for diverse markets.



Apply learning in case studies and simulations.



Network during on-campus immersion for holistic learning.

Who Should Attend

Entrepreneurs/Program/ Product Managers:

2+ years experience, enhancing product strategy for business growth.

Executives

Develop a strategic mindset with a focus on product strategy for expansion.

Cross-functional Professionals

Elevate expertise in product development, management, and strategy roles. Open to cross-functional professionals involved in the product life cycle.

Highlights



Certificates for Participation and Successful Completion of the course



In-campus Immersion Opportunity



In-depth Insights from Esteemed IIM Kashipur Faculty



Industry-Driven Learning with Expert Guest Lecturers



Explore Modern Corporate Finance Problems



Navigate Volatile Market Conditions

Programme Structure

- 01** Introduction to Product and Product Management Strategies, Framework to Analyze Product
- 02** Product Manager: Roles & Responsibilities
- 03** Fundamentals of Product Analytics: Product Ideation and Validation, A/B testing, Use of Techniques appropriate for Ideation, Theory and Methods, Product Design
- 04** Market Research and Analysis for the Product Development, various techniques and methods
- 05** Agile and Scrum in Product Launch of a Product, Process of Launching a Product, Theories and Techniques of Product Launch
- 06** Developing a Go to Market: Digital Strategies and Platform strategy: Strategy for the Product
- 07** Building Strategies for the Product during the Growth, Maturity and Decline Phase
Guest Faculty Session
- 08** Product Pricing, Release and Backlog Management
Mandatory Assignment: Product Exercise Submission, Individual Evaluation and Feedback by Instructor on: Successful submission/Revision Required
- 09** Introduction to Branding, what is Branding and Why it is important to Brand? What is Branded? Theories on Branding
- 10** Brand Positioning: Different Theories on Brand Positioning and their applications
- 11** Brand Elements and Its importance in the overall branding process, Models and Applications, Techniques
- 12** Branding and Branding Strategies; Different types of strategies and their applications
- 13** Measuring the Brand Equity, System of Measuring Brand Equity
- 14** Managing Brand Over Time, Process and Techniques of Doing so
- 15** Managing Global Brands, Theories of Global Branding
- 16** Branding and Storytelling
Mandatory Assignment: Branding Exercise Submission, Individual Evaluation and Feedback by Instructor on: Successful submission/Revision Required
Guest Faculty Session
Guest Faculty Session
Capstone Project and Simulation Exercise
Capstone Project and Simulation Exercise
End-Term Presentations
Online Certification Distribution and Interactions with Participants



Pedagogy

- Interactive sessions led by esteemed IIM faculty
- Illuminating case studies for practical insights
- Engaging class exercises for hands-on learning
- Application-focused approach for workplace relevance

(Mandatory overall Attendance to get Completion Certificate: 60% and above.
If it is below 60% then only Participation Certificate will be given)



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Assessment Criteria

The course includes regular assessments such as quizzes, assignments, case studies, and other objective/subjective evaluations.

Overall break up of course assessments: 70% for Continuous module Quiz/exercises, 20% for attendance and 10% for behaviour & discipline. (Course attendance should be minimum 60%).

Fee Structure

Application fee: INR 5,000/- +GST

Programme Fee (Inclusive of Offline Classes): INR 85,000/- + GST

No-Cost EMI Available

Total Fee	Installment 1*	Installment 2*
INR 85,000/- + GST	INR 45,000/- To be paid within 7 days after receiving the offer from the institute	INR 40,000/- To be paid within 30 days from the registration fee paid date

* Installment amount doesn't include 18% GST.

(Campus immersion is mandatory and free for all enrolled students, students can attend this virtually. For physical immersion at the campus travel and lodging costs will be managed by the student)

Refund Policy: There is no Refund on Course Fees once the course begins. Prior to course commencement, if a student requests for a refund, the Registration Fees are deducted and the remaining amount is refunded.

Admission Journey

Step 1



Fill up an online application form, upload the required documents and submit the application.

Step 2



Make the application payment.

Step 3



Shortlisting based on work, and education profile.

Step 4



If shortlisted, you will receive an offer letter from IIM Kashipur.

Step 5



Pay admission confirmation fee within 7 days of receiving the offer letter.



* Course Completion Certificate



Program Directors



Dr Madhurima Deb

PhD from Indian Institute of Technology Kharagpur, Associate Professor and Area Chairperson Marketing

Dr. Deb started her career as Assistant Manager in a Consulting company during 2007. As Assistant Manager she worked on numerous projects with clients like ITC, TATA, UBS, Limitless etc. She obtained her PhD from Indian Institute of Technology Kharagpur. Her thesis was on "Customer Relationship Management (CRM) Practices in Indian Retail Sector". She has over 4 years of research experience and more than 10 years of teaching experience. She has published papers in various Journals & Conferences of International & National repute. She works in the area of Consumer Behaviour, Retail, Cause-related Marketing, Relationship Marketing, Market Research techniques etc.

Program Faculty



Prof Deepak Verma

Assistant Professor Marketing, PhD from IIM Lucknow

Dr. Deepak Verma has Ph.D. in Marketing from Indian Institute of Management, Lucknow and MBA from IIM Kozhikode. He has also worked in several leading organizations including PwC US Advisory, Honda Motorcycle and Scooter India and Jindal Global University. His work has been published in Journal of Business Research, Online Information Review and Asian Journal of Management Cases. His research interest includes eWOM, and consumer behaviour.



Prof Gargi Rawat

Assistant Professor Marketing, PhD from IIM Lucknow

Gargi Rawat has a Ph.D. in Marketing from the Indian Institute of Management Lucknow. She completed her B.Com (Honours) from Delhi University, and earned her M.Com from HNBG University. Her research interests include Transformative Consumer Research, Consumer Vulnerability, Social Exclusion, and Market Dynamics. Her work has been published in the International Journal of Consumer Studies.



Dr. Utkarsh

PhD from University of Lucknow
Chairperson - Placement & Corporate Relations Marketing

Dr. Utkarsh has over eight years of teaching and research experience in the field of marketing management. He received MBA and Ph.D from University of Lucknow. Prior to joining IIM Kashipur, he worked as a faculty member at T A Pai Management Institute, Manipal. In the beginning of his academic career, he worked as a research associate at IIM Lucknow. His research interests include information search behaviour of consumers and consumer well-being. He has primarily explored the role of individual differences and consumer knowledge in information search and dissemination behaviour. His recent work focuses on enhancing the financial well-being of young adults.

He has published in reputed international journals such as International Journal of Consumer Studies, Journal of Retailing and Consumer Services, Services Marketing Quarterly, The Marketing Review and Information Technology and Tourism. He has reviewed manuscripts for several journals and conferences including Journal of Retailing and Consumer Services and EMAC Conference (2017-2019), Sage Publications, and McGraw Hill India.



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