



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



STRATEGIC BRAND MANAGEMENT FOR BUSINESS EXCELLENCE



**Programme Directors: Prof. Prashant Mishra &
Prof. Saravana Jaikumar L.**



Programme Dates: September 16 - 20, 2024



Programme Venue: MDC, IIM Calcutta

INTRODUCTION

The enduring success of global giants like Apple, Nike, Sony, Honda and Intel, as well as Indian stalwarts such as Tata Steel, Lux, Dove Soap, Surf Detergent, Ponds Talcum Powder, Maggi Noodles, Bata Shoes, Bajaj two-wheelers, and Maruti cars, underscores the immense power of branding. These companies have become household names, synonymous with quality and reliability in their respective categories, demonstrating how familiarity and a strong perceived image can drive consumer preference and loyalty. In markets where product differentiation is minimal, consumers are often willing to pay a premium for brands that resonate with them, making a well-crafted brand not just a marker of identity but a company's most valuable asset. Recognizing this, companies across India are prioritizing brand management as a strategic imperative, understanding that a brand's core values and its ability to adapt to changing market dynamics are pivotal to sustaining long-term profitability and relevance. This programme aims to equip visionary managers with the skills to navigate the complexities of brand building, from enhancing awareness and developing a compelling brand personality to maintaining a robust reputation and image in an ever-evolving marketplace.

OBJECTIVES

This programme is designed to empower practicing managers with a deep understanding of the essential principles and methodologies of brand management. Participants will gain access to practical frameworks that will enhance their ability to define their brands distinctly and forge robust strategies for growth. Beyond the pedigree of the brand, this Management Development Programme (MDP) emphasizes the critical role of adaptable and strategic planning in the development and sustenance of successful brands. Our primary goal is to demystify the branding process, guiding participants on how to cultivate and plan for the evolution of their brands to achieve prominence in the highly competitive modern marketplace. Additionally, the programme will address the nuances of building compelling, digitally relevant brands that connect with consumers, ensuring differentiation that accelerates business growth in the digital era.



KEY TOPICS

- Branding challenges and opportunities
- Strategic foot steps towards Brand Building
- Use of Consumer Perceptions & Insights to create Brand Personality
- Guidelines for Brand Positioning
- Role of Advertising in Brand Building
- Brand Hierarchies and Portfolios
- Winning the Brand Battle: How powerful brands face competition
- Brand Evaluation: Consolidation, Extension, Deletion, Repositioning Brands
- The Future of Branding and latest thinking
- Designing and Implementing Branding Strategies
- Digital tools for Brand building and Measuring success



PEDAGOGY

Apart from explaining variety of Brand Management concepts with several live examples, experience sharing by top level Marketing Practitioners and small group exercises with real life case studies would constitute the central pillar of this MDP.



WHO MAY ATTEND

We are addressing this MDP for people who want to learn how to build & nurture brands in real world. Such people may already be in the marketing function in fast moving consumer goods (FMCG), durable products or services. This programme will be of interest to middle level marketing managers whose principal responsibilities lie in managing brands in their portfolio of products. Managers from other functional areas, especially from sales, advertising and commercial activities would also find the programme relevant.





PROGRAMME DIRECTORS

Prof. Prashant Mishra is a Professor in Marketing area at IIM Calcutta. His research interests include Sales & Marketing Processes, Consumer Psychology, Digital Marketing and Sustainability. In Executive education, he has led, designed and delivered learning and development initiatives for Business Leaders, Mid-level Sales and Marketing leaders, Unit Heads for more than 50 organisations both in Public and Private sectors. Some salient initiatives were for leading Indian FMCG, Telecom, Banking, Insurance, Pharmaceutical and Energy (including Oil & Gas, Power) and IT Firms. He has also conducted programmes for Senior Management Professionals with International learning component and has led several senior business executive delegations across the globe for interactions with the Corporate Headquarters, Policy Research Institutions, Local Nodal Ministries, Local Industry Associations and Chambers of Commerce, Manufacturing Units of Leading Firms, International multilateral institutions such as WTO, UN, ILO, EU, OPEC, etc. His recent consulting engagements have been mostly on building customer-centric processes, marketing audit, creating new brand and brand strategy, sales process mapping and facilitating strategy planning in leading Indian conglomerates.

Dr. Saravana Jaikumar L. is an Associate Professor in Marketing area at IIM Calcutta. He is a Fellow (Ph.D.) of Marketing from IIM Ahmedabad and MBA from Cardiff Business School, UK. His research work has been published in reputed international journals including Journal of Advertising Research, Journal of Business Research, Marketing Letters and Journal of Product and Brand Management. He is interested in research related to pricing, pharmaceutical price regulation, and consumer behavior at the 'bottom of the pyramid'. His research work is mainly quantitative in nature and includes application of machine learning and artificial intelligence techniques to resolve marketing issues.



PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on September 16, 2024
- Programme Conclusion:** 2:00 PM on September 20, 2024
- Accommodation:** For Residential participants, on single occupancy
 - **Check-in:** September 15, 2024 (6:00 PM onward)
 - **Check-out:** September 20, 2024 (2:00 PM)



PROGRAMME FEES

- Residential (R):** ₹ 1,30,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,20,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.



TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 01, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.

HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with a Proforma Invoice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) & EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta’s MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in