



# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



## STRATEGIC BRAND MANAGEMENT



**Programme Director:**  
Prof. Saravana Jaikumar



**Programme Dates:**  
November 20 - 24, 2023



**Programme Venue:**  
MDC, IIM Calcutta

# INTRODUCTION

The intrinsic strength of companies like Apple, Sony, Nokia, Honda, P&G, Unilever, Intel etc. are derived from the fact that consumers all over the world are familiar with their names. In India too, Tata Steel, Lux, Dove Soap, Surf Detergent, Ponds Talcum Powder, Maggi Noodles, Bata Shoes, Bajaj two wheelers, Maruti car etc. have become legendary names or synonym in their respective product categories. Customers prefer to buy branded products because of familiarity and perceived image. Companies in India have realized that the principal asset of a company lies in how it is perceived in the minds of potential customers. In the absence of differentiation about quality, consumers are even willing to pay premium price for names. As such, successful brands are the best guarantee for future earnings. A brand gives the product a meaning and defines its identity before the target consumers. Today companies are increasingly feeling the necessity to build brand by creating awareness, personality, reputation, image etc. Visionary managers realized the importance of brands core values, all painstakingly built over the years and fine tuning their enactment to keep the brand relevant under dynamic market conditions. Thus, brand building has assumed a challenging task for any marketer.

## OBJECTIVES

Practicing managers are keen to learn about the core concepts and process behind brand management. They want to acquire pragmatic frameworks that enable them to better characterize their brands and develop sound strategies for growth. Key elements for a successful brand are not merely the parentage (who the marketer is), rather the importance of flexible, strategic plans. The prime focus of this MDP is to explain the concept of branding and how to nurture or plan for their growth and ultimately create powerful brands in today's fierce competitive market. Further, in this MDP we also discuss how to build a compelling and relevant brand in the digital age that resonates with customers and effectively differentiates a firm and fast tracks its growth.



## 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.



## 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



## PROGRAMME DIRECTOR

**Prof. Saravana Jaikumar** is 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

- **Duration:** November 20 - 24, 2023
- **Programme Commencement:** 9:00 AM on November 20, 2023
- **Programme Conclusion:** 2:00 PM on November 24, 2023
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
  - **Check in:** November 19, 2023 (6:00 pm onward)
  - **Check out:** November 24, 2023 (2:00 pm)

## PROGRAMME FEES

- **Residential (R):** ₹ 135,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 125,000/- 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 C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- 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 1, 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 the Payment Advice 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) and 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 has been ranked 2nd in India and 59th globally in ‘Open-enrolment Programmes’ category in the Financial Times Executive Education Ranking 2022. The Institute has secured 76th rank in Financial Times Global MBA Ranking 2023 and 1st in BT-MDRA Best B-School Survey 2022



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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](mailto:program_mdp@iimcal.ac.in)