



भारतीय प्रौद्योगिकी संस्थान दिल्ली  
Indian Institute of Technology Delhi

Batch 02

# Executive Programme in Brand Management

6 Months | Live Online | Starts on 28<sup>th</sup> July 2024



“

Brand Management Services Industry Market Size to Reach  
**USD 1 Billion by 2024 at a CAGR 4%.**

\*SpendEdge

**65% of consumers** say that a brand's CEO and employees influence their decision to buy.

\*Accenture

**60% of consumers have taken an action** — either positive or negative — based on a brand's actions.

\*Weber Shandwick, KRC Research

**81% of consumers need to trust a brand** to consider buying from it while 53% of consumers say they need their brands to take a stand on at least one social issue.

\*Edelman

”

## Overview

Executive Programme in Brand Management offered by IIT Delhi faculty and industry experts, provides a comprehensive learning experience through live online sessions. The curriculum is specifically designed to meet industry demands, ensuring participants acquire practical insights and skills. The programme adopts an immersive learning approach, blending lectures, tutorials, real-world case studies, discussions, and projects. Participants can delve into the intricacies of brand management, exploring various strategies and techniques. The faculty, renowned for their expertise, deliver engaging sessions that foster a deep understanding of the subject. Participants gain valuable knowledge on brand positioning, communication, and strategy development. This programme equips learners with the necessary tools to excel in the dynamic world of brand management.

Throughout the programme, professionals, entrepreneurs, and academicians will be able to evaluate real-life challenges in branding strategies and create well-informed solutions in their specialised management domains such as marketing, product management, and retailing. Acquiring this expertise will empower them to make significant contributions and excel in their respective fields, as they navigate the intricate landscape of brand strategies and drive success within their organisations.



## Programme Highlights



**Certificate of Successful Completion from CEP, IIT Delhi**



**Live Interactive Sessions by IIT Delhi Faculty**



**Industry-oriented Insights**



**Case studies driven learning**



**Problem-solving and peer-to-peer learning  
through capstone project**

## Key Learning Outcomes

- ▶ Analyse brand strategies effectively.
- ▶ Utilise environmental opportunities strategically.
- ▶ Leverage organisational strengths efficiently.
- ▶ Devise appropriate brand strategies.
- ▶ Stakeholder management mastery for brands.
- ▶ Strategic brand portfolio optimisation.
- ▶ Integrated communication for brand success.
- ▶ Metrics that drive brand performance.
- ▶ Positioning strategies for brand excellence.
- ▶ Mastering brand management essentials.

# Who Should Attend ?

- Early to mid-career professionals working in branding, marketing communication, brand management, brand strategy, public relations, PR agencies and advertising agencies.
- Digital Marketing professional looking for a change.
- Senior leaders in marketing and brand management departments in companies, who want to explore the branding and communication value chain.
- Individuals from various professional backgrounds seeking a transition and aiming to advance their careers in the field of branding.
- Founders and Entrepreneurs who want to set up their own organisations and strategic brand management for their organisation/product and use PR as a channel to communicate their message and vision.

## Module 1 – Introduction to Branding

- Evolution and Concepts

## Module 2 – Brand Management Framework Components

- An overview of the inputs
- An overview of outputs
- Looking at the brands through the brand management framework

## Module 3 – Consumer adoption and marketing warfare strategies for branding

- Understanding consumer behaviour
- Understanding brand positioning
- Strategic square- the Warfare strategies

## Module 4 – Brand Communication

- Visual merchandising
- Integrated marketing communication

## Module 5 – Branding challenges

- Potential pitfalls in branding a product
- Bottlenecks and critical decision-points

## Module 6 – Brand Innovation and New Product Development

- Brand innovations at different stages of product life cycle

## Module 7 – Strategic Brand Management

- Branding strategies

## Module 8 – Brand repositioning

- Evaluating brand positioning
- Strategies to reposition a brand

## Module 9 – Luxury Brand Management

- An overview of luxury brands and their perceived value
- Branding strategies in luxury industry

## Module 10 – Global Branding

- Building multi-national brands
- Global branding strategies

## Module 11 – Digital branding – Concept Introduction

- Leveraging digital channels for brand building
- An overview of Digital marketing tools

## Module 12 – Brand management Framework

- Developing a brand using the brand management framework

## Module 13 – Brand Hierarchies and Portfolios

- Defining the hierarchy of brands
- Product and brand portfolios

## Module 14 – Brand molecule

- Brand classification as lead, strategic and support brands
- Relationships of brands and their degrees of control

# Programme Content

## Module 15 – Brand Leadership and Organisational Culture

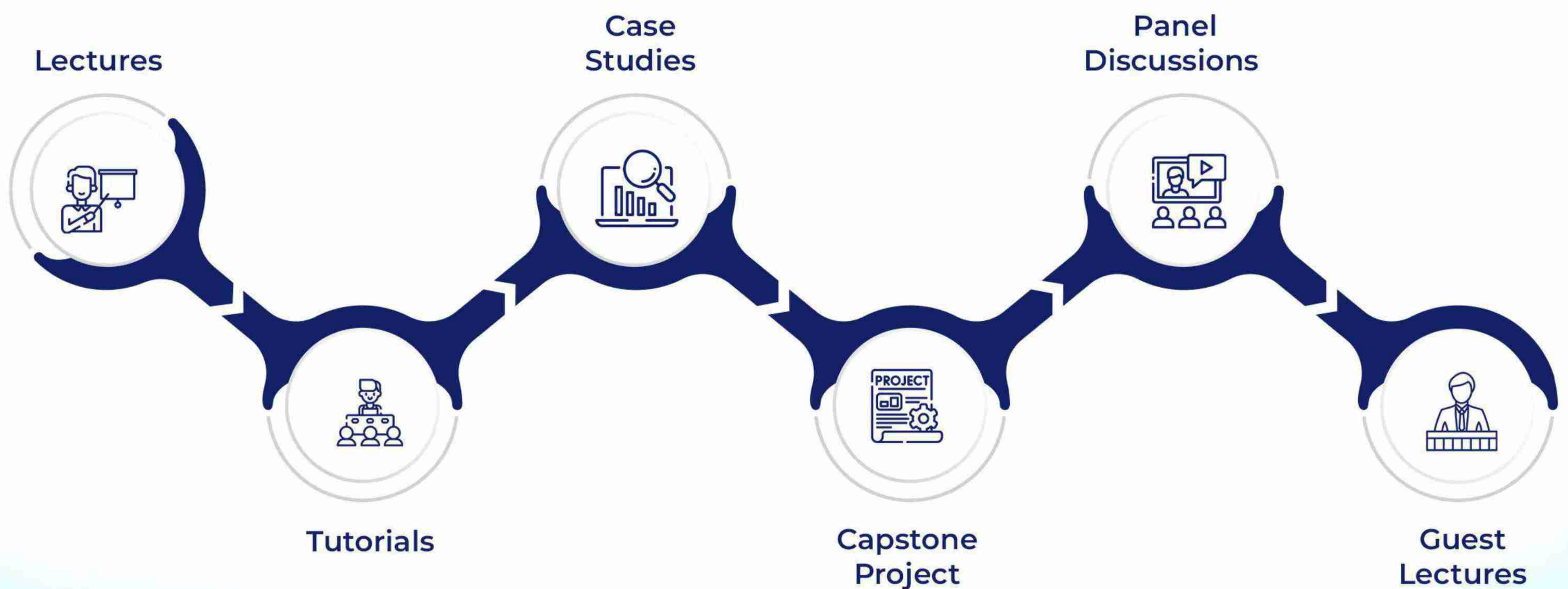
- Strategies for brand leadership
- Internal marketing and integration of organisational culture with the brand

## Capstone Project

- Synthesis of programme’s learnings into a brand building capstone project.

Note: This is an indicative list of course topics and is subject to change as per IIT Delhi’s discretion.

## Pedagogy





<b>Duration</b>	<ul style="list-style-type: none"><li>• 6 Months</li></ul>
<b>Delivery</b>	<ul style="list-style-type: none"><li>• Live Online</li></ul>
<b>Schedule</b>	<ul style="list-style-type: none"><li>• Session Timings: Sunday, 10:30 AM to 12:30 PM</li><li>• Commencement Date: 28<sup>th</sup> July 2024</li><li>• Application Closure Date: 15<sup>th</sup> July 2024</li></ul>
<b>Eligibility</b>	<ul style="list-style-type: none"><li>• Graduation (10+2+3) from a recognised university (UGC/AICTE /DEC/AIU/State Government/recognised international universities) in any discipline.</li></ul>
<b>Screening &amp; Selection</b>	<ul style="list-style-type: none"><li>• Screening and selection will be done by IIT Delhi.</li></ul>
<b>Assessment Criteria</b>	<ul style="list-style-type: none"><li>• Assessment will be based on the Capstone Project (100%).</li></ul>
<b>Attendance</b>	<ul style="list-style-type: none"><li>• Minimum of 70% attendance is mandatory.</li></ul>



## Programme Fee Details

### Fee Structure

Particulars	Amount
Total Programme Fee	INR 1,20,000/- +18% GST

### Instalment Pattern

Particulars	Amount	Payment Schedule
Instalment 1	INR 80,000/- +18% GST	Within 7 days of the issue of Offer Letter
Instalment 2	INR 40,000/- +18% GST	On or before 20 <sup>th</sup> July, 2024

### Easy EMI Options Available

**Note:**

\*Payment of fees should be submitted in the IIT Delhi CEP account only and the receipt will be issued by the IIT Delhi CEP account for your records.

\*Loan Options is a service offered by Jaro Education. IIT Delhi is not responsible for the same.

**Withdrawal & Refund from Programme:**

Candidates can withdraw within 15 days from the programme start date. A total of 80% of the total fee received will be refunded. However, the applicable tax amount paid will not be refunded on the paid amount.

Candidates withdrawing after 15 days from the start of the programme session will not be eligible for any refund.

If you wish to withdraw from the programme, you must email [cepaccounts@admin.iitd.ac.in](mailto:cepaccounts@admin.iitd.ac.in) and [crm.supportiitd@jaro.in](mailto:crm.supportiitd@jaro.in), stating your intent to withdraw. The refund, if applicable, will be processed within 30 working days from the date of receiving the withdrawal request.



# Programme Certification

- You will be awarded a 'Certificate of Successful Completion', if you obtain 50% aggregate marks in the evaluation components and maintain a minimum attendance of 70% in lectures and tutorials.
- Participants who are unable to score 50% marks in the evaluation but maintain a minimum attendance of 70% will be eligible for the 'Participation Certificate'.



Programme Code: .....

  **Indian Institute of Technology Delhi** 

HAUZ KHAS, NEW DELHI- 110016

**Department/Centre/School of .....**

**Continuing Education Programme**  
**On**  
**Title of the Programme**

This is to certify that

Mr./Ms. **Name Of The Participant**

has participated in the online certificate programme on "Title of the Programme" held from ..... to ..... by the Indian Institute of Technology Delhi.

**Prof.**  
Programme Coordinator

**Prof.**  
Head of the Department

**Prof.**  
Head/Associate Head, QIP/CEP



An initiative under eVIDYA@IITD (ई-विद्या@IITD)



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Programme Coordinator

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Head of the Department

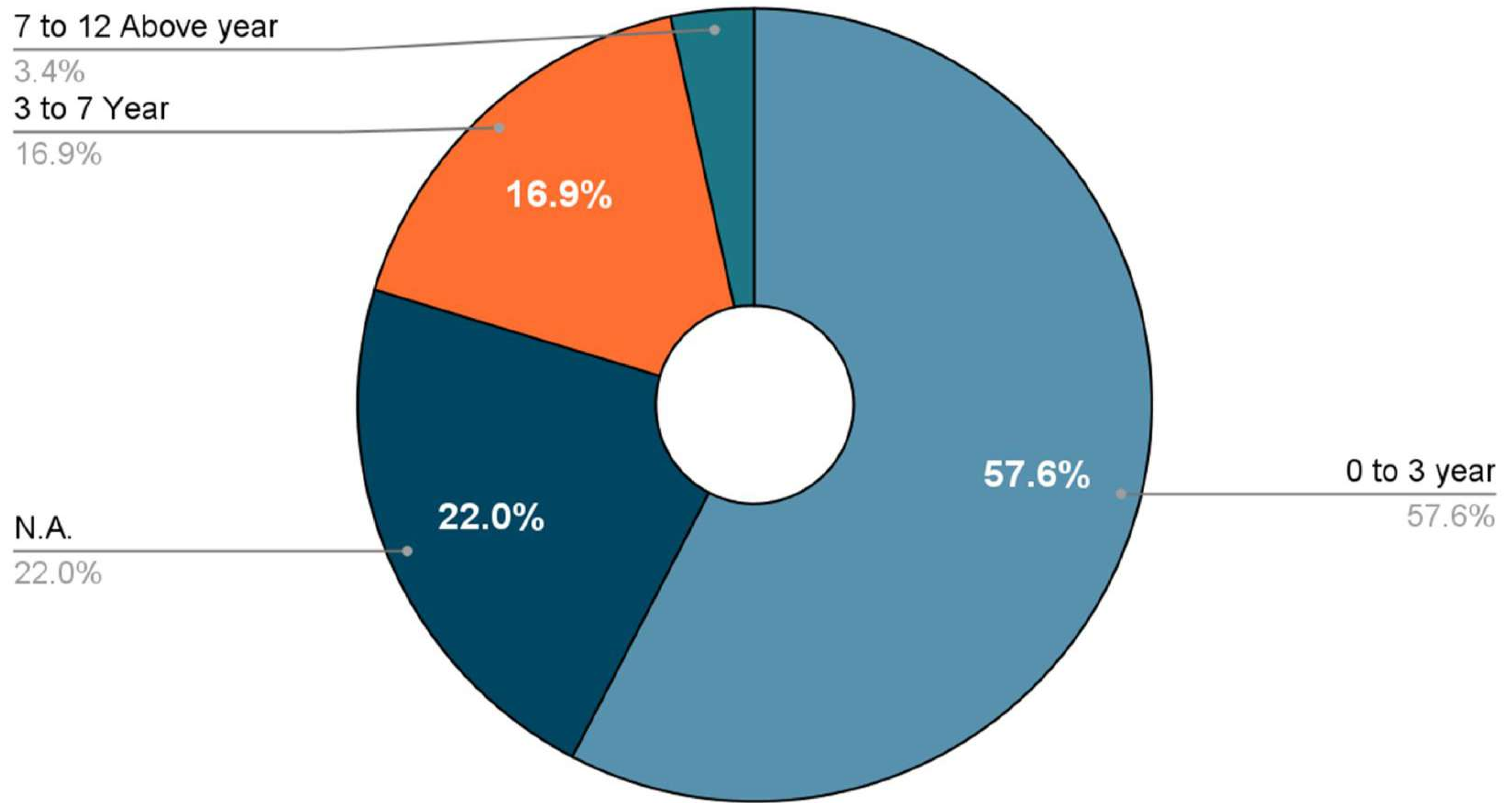
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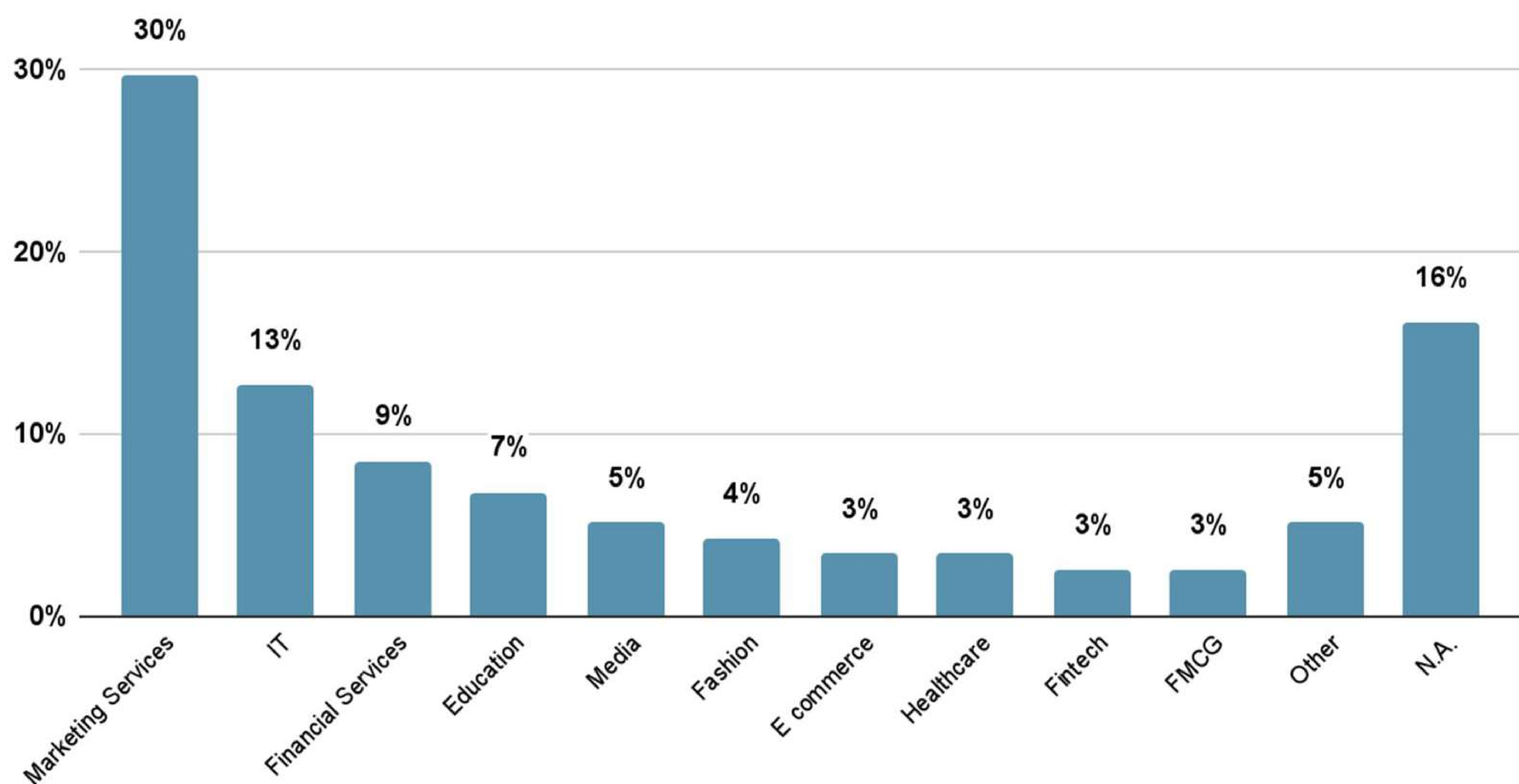
An initiative under eVIDYA@IITD (ई-विद्या@IITD)

- The above e-certificate is for illustrative purposes only and the format of the certificate may be changed at the discretion of IIT Delhi.
- Only e-certificate will be provided and it will be issued by CEP, IIT Delhi.
- The organising department of this programme is the Department of Management Studies, IIT Delhi.

## Work Experience



## Industry Wise Bifurcation



### Top Companies Where Our Alumni are Working at:



### Top Profiles of Our Alumni:

**Creative Director**

**Head Branding**

**GM - Sales**

**Regional Marketing Manager**

**Sr. Brand Strategist**

**Asst. Marketing Manager**

Note:

- Past performance records do not guarantee any future opportunities.
- All company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.
- The list is partial.

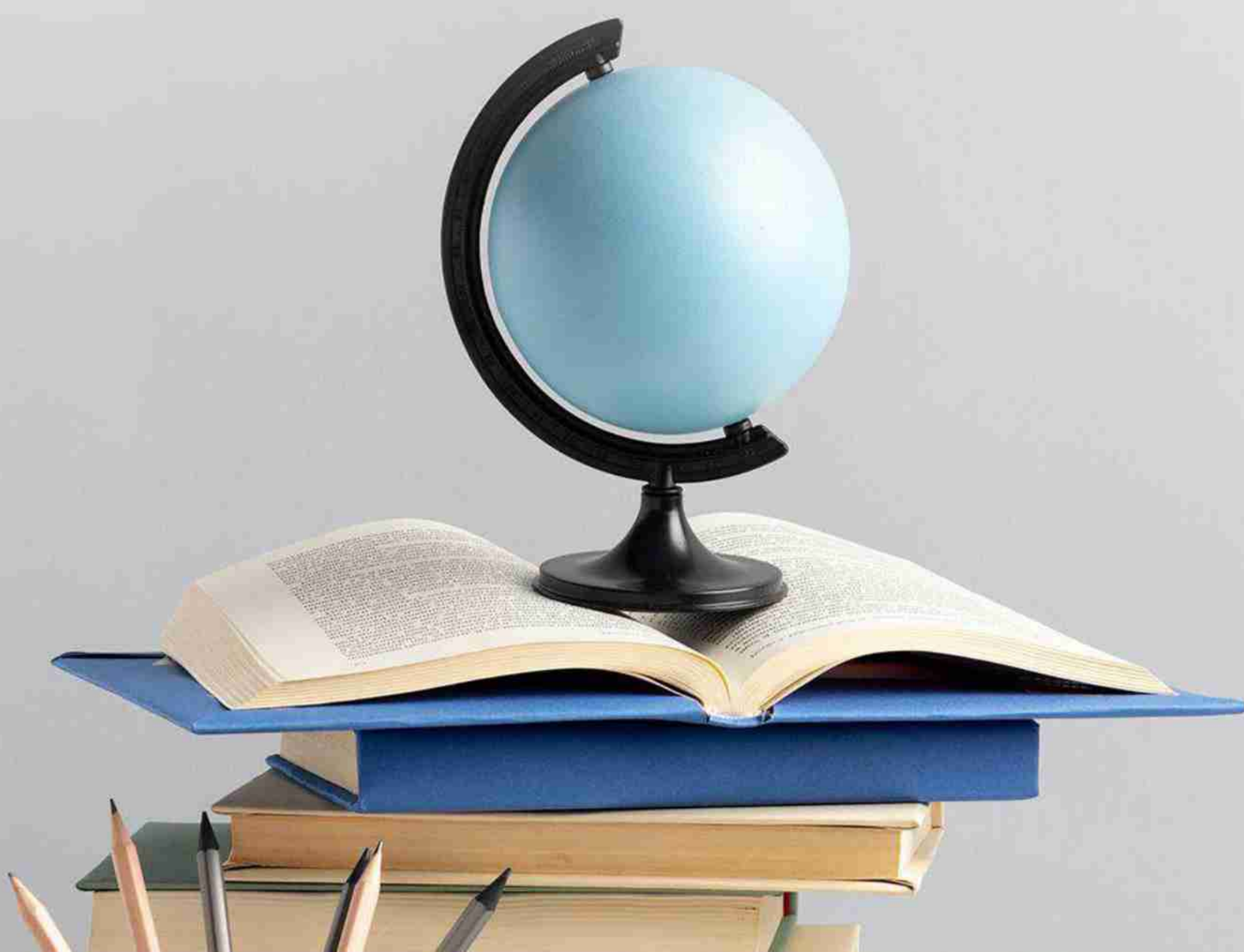


### **Dr. Mahim Sagar**

**Professor and Head of Department, Department of Management Studies,  
Indian Institute of Technology Delhi**

The recipient of the prestigious Teaching Excellence award of IIT Delhi, Prof. Sagar's areas of interests include consumer-based and community-driven marketing and branding. His research projects, published in prestigious international and national journals, have focused on multiple streams like marketing/ branding of IT, Telecom, Health, FMCG Public Goods/ Services, and marketing managers' challenges and decision dilemmas, using inductive and deductive protocols. Funded by prestigious international and national organisations like Bill and Melinda Gates Foundation, Global Service Mobile Association, Ministry of Human Resource Development, and World Bank, amongst others, these research projects have led to a significant social impact. He has conducted many training programmes in marketing, branding, business models, and marketing goals, initiatives, and causes. Prof. Sagar is also the Area Chair of Telecom Management and the Associate Faculty at the Bharti School of Telecom Technology & Management at IIT Delhi. He has supervised PhD scholars in various areas and has taught many MBA, M.Tech, M.S., and B.Tech students at IIT Delhi and other leading institutes in India. You can know more about him at <https://www.drmahimsagar.net/> and [https://dms.iitd.ac.in/faculty\\_type/prof-mahim-sagar/](https://dms.iitd.ac.in/faculty_type/prof-mahim-sagar/).

Experts from the leading industries and faculty from premier institutions will be the resource faculty.



## About IIT Delhi



as per NIRF India  
Management Rankings (2023)



as per ARIIA  
Ranking (2021)

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48000 students have graduated from IIT Delhi in various disciplines, including Engineering, Physical Sciences, Management, Humanities and Social Sciences. Of these, nearly 5070 received PhD degrees. The rest obtained a Master’s Degree in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics, or are with NGOs. In doing so, they have significantly contributed to the building of this nation and to industrialization around the world.

## About Continuing Education Programme (CEP)

Executive education is a vital need for companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape. Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management.





Services provided by  
**jaro education**

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Wadavli, Vasant Vihar Complex,  
Chembur, Mumbai

**Priya Rathod**  
Jaro Programme Expert

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 [priya.rathod@jaro.in](mailto:priya.rathod@jaro.in)

For any feedback, please write to  
CEP IIT Delhi at  
[contactcep@admin.iitd.ac.in](mailto:contactcep@admin.iitd.ac.in)

Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.