

Developing & Managing Brands

August 14-18, 2017



Executive Education
Indian Institute of Management Ahmedabad

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Brands are expressions of organisations' strategies. Recognizing brands as vital strategic assets, progressive companies are increasingly focusing on developing strong brands to resonate well with customers in a variety of cultures and contexts. Formidable brands create competitive barriers and help in customer acquisition and retention. Therefore, to succeed in complex and competitive market places, chief executives and senior marketing team need to understand and reflect on how brands are built and managed.

This program focuses on strategic issues relevant for developing and managing brands from a strategic marketing perspective. The aim of the programme are the following:

To sharpen decision making perspectives in managing brands based on a sound understanding of relevant issues and concepts of marketing and branding, and to discern approaches and frameworks important to manage brands as strategic assets in order to utilize brands for enhancing business performance.

Programme Highlights

- Understanding brands and branding processes
- Psychology of branding
- Brand differentiation and positioning
- Brand rejuvenation
- Brand extension and new brand opportunity identification
- Managing brand portfolio and brand architecture
- Measuring and monitoring brand
- Brand communication strategy

Participants' Profile

This programme is most appropriate for senior and top-level executives of companies who are custodians of brands, operating in a variety of industries and geographical markets. Those functionaries who have major responsibilities in managing customer groups/markets, products, product groups, brand portfolios and brands will find the programme useful. Typical designations will include CEO, Marketing Director, CMO, Vice President (Marketing), General Manager (Marketing), Marketing Manager, Category or Group Product Manager, Product Manager and Brand Manager with substantial years of experience.

Lead Faculty

Abraham Koshy
Faculty Chair - Developing & Managing Brands

Abraham Koshy, Professor of Marketing at the Indian Institute of Management Ahmedabad has teaching, research and consulting focused on brand management, new product strategy and strategic marketing. He has the distinction of being the first full-time serving faculty of any higher education institutions in India to be appointed as non-executive Chairman of a leading listed company when he was appointed as Chairman of Federal Bank. He has been a member of the Board of Directors of Federal Bank for six years and subsequently as the Chairman for about two years, completing his statutory term. Prof. Koshy is a co-editor and co-author of four books, the most popular being the world's best-selling book Marketing Management – A South Asian Perspective with the legendary Marketing Guru, Prof. Philip Kotler, and others. He is currently an independent member in the Board of Directors of Malayala Manorama, a leading media company and has been a member of advisory committees constituted by SEBI, RBI, National Aluminium Company and India Handloom Brand. He is a Visiting Professor in European School of Management in Paris.



Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **July 31, 2017**. The last date for early bird discount is **July 24, 2017**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.
Phone: +91-79-6632 4461 to 69 and 4472 to 77
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
Email: exed@iima.ac.in
Website: www.iima.ac.in/exed

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

Programme Fee and Payment

INR 1,30,000 plus applicable taxes per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **July 31, 2017**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance:
Developing & Managing Brands
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA Service Tax Registration Number:
AAATI1247FST001

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programmes in our website (www.iima.ac.in/exed).

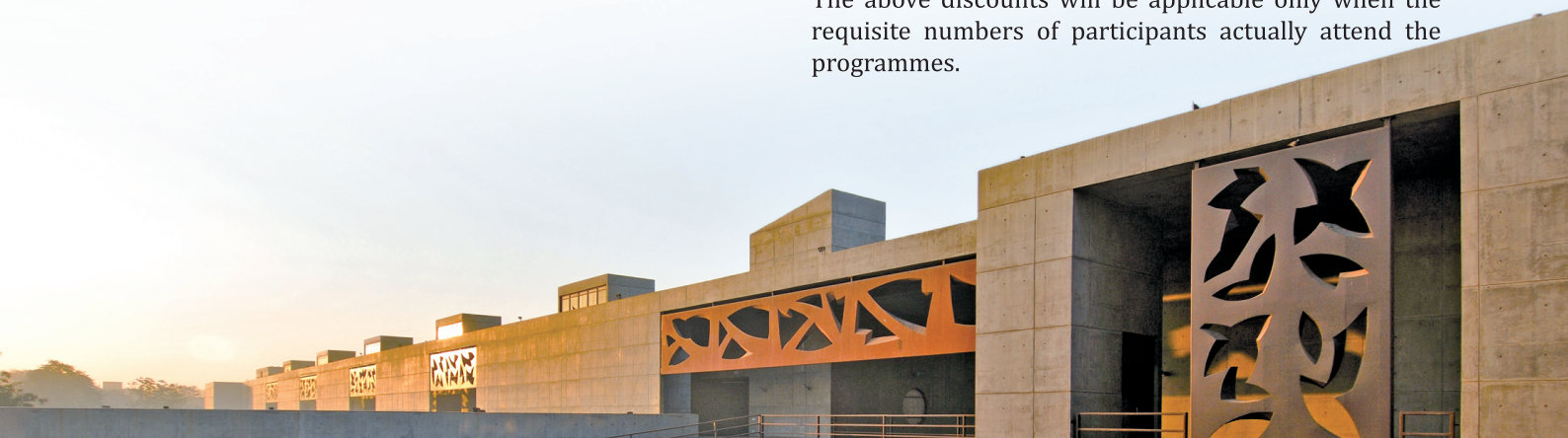
Discount

Early Bird Discount: Nominations received with payments on or before **July 24, 2017** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.



Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post-Graduate Programme in Management (ePGP)

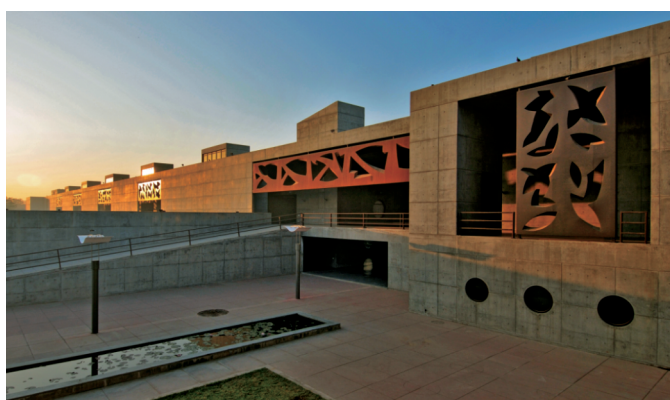
The Institute has about 95 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

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INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD**

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