BUILDING AND MANAGING BRANDS

April 6 - 10, 2020

Executive Education
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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Introduction

A few decades ago, brands belonged to manufacturers. They could take decisions with regard to the what, how and how to of brands. Consumers played a role, but this was minimal. In the present era, the balance has shifted to the consumers, thanks to 3Cs. The 3Cs are Competition (between brands),; Co-creation (between brands and consumers) and Collaboration (between consumers). The shift of this balance has been further catalysed by the rapid rise of social media where multilevel interactions between brands and consumers can take place (and spread) almost instantaneously.

Thus, to create and sustain a brand in such times is a challenge for marketers. The need to have a deep understanding of the principles of branding, and also a comprehensive understanding of consumer behaviour and how technology may play role between these two. This understanding would help marketers launching new brands and those managing existing brands alike. This programme would equip the participants with the necessary skills to develop and maintain brands with a strong and favourable brand equity.

Objectives

To train brand managers to understand how to build a brand and equip them with the required skills to measure and manage brand equity.

Content

Module 1: Building the brand and brand identity

This module would introduce the participants to the need to build strong brands, to understand consumer behaviour and consumer culture shape the way in which brands are formed, and the debate between segmenting the market and then creating a brand or creating a segment with a brand offering.

Module 2: Managing the 4Ps of Branding

This module would equip the participants with the skills to optimally use the 4Ps, i.e.,product, price, place and promotion to build strong and sustainable brands. This would also educate the participants about the changing trends in the 4Ps brought about by changing marketplaces and technology.

Module 3: Measuring the Brand equity from the Micro and Macro Perspectives

This module would allow the participants to understand the macro (market and industry) and the micro (consumer) level sources of brand equity and how these could be measured to enable better branding decisions.

Module 4: Sustaining and growing the Brand Equity

No brand wants to exist for a short period. Thus, the last module would focus on the strategic aspects of brand management that allow the brand to grow and sustain in a competitive marketplace. This module would also focus on issues related to global branding challenges.
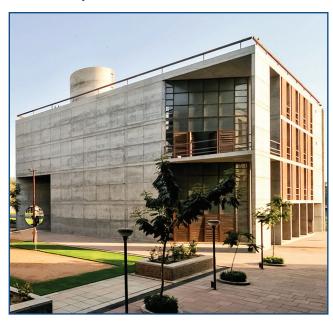
Pedagogy

The entire programme is based on the concept of experiential learning. Thus, the participants would be expected to come prepared to the class and actively participate in discussions, class activities and even in lectures through questions. The programme would provide immersive learning to the participants, which would be the key takeaway from the programme.

Faculty

Subhadip Roy (Faculty Co-Chair)
Email: subhadipr@iima.ac.in

Soumya Mukhopadhyay (Faculty Co-Chair)
Email: soumyam@iima.ac.in

Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **March 23, 2020**. The last date for early bird discount is **March 16, 2020**.

Organizational 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: +91-79-7152 6400
Email: exed@iima.ac.in
Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with empanelled hotel partner.

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

Programme Fee and Payment

INR 1,50,000 plus 18% GST 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 **March 23, 2020**. 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/organization 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 309007929889 RBL Bank Limited, Ahmedabad Viva Complex Branch (IFSC Code: RATN0000158, MICR Code: 380176004)

3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)

4. Purpose of Remittance:
   Building and Managing Brands

5. IIMA Permanent Account Number (PAN):
   AAATI1247F

6. IIMA Tax Deduction Account Number (TAN):
   AHMI00189A

7. IIMA GST Registration Number:
   24AAATI1247F1Z4 (SAC: 999293)

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 listed on our website www.iima.ac.in/exed

Discount

Early Bird Discount: Nominations received with payments on or before **March 16, 2020** 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 organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization 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.

Programmes, dates, fees and faculty are subject to change at the discretion of the Institute without any prior notice. All rights reserved.

Status of IIMA 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 alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.

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 (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation
- andonline for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- Two-Year e-Mode (online + campus) Post Graduate Programme in Management (ePGP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)

The Institute has 103 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Centre for Management in Agriculture (CMA)
- Ravi J. Matthai Centre For Educational Innovation (RJMCEI)
- Business Policy
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organizational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Ravi J. Matthai Centre for Educational Innovation
- Centre for Innovation, Incubation and Entrepreneurship (CIIE)
- Centre for Management in Agriculture (CMA)
- Centre for Management of Health Services (CMHS)
- Gender Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Misra Centre for Financial Markets and Economy \ (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing

KasturbhaiLalbhai 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.