

IIM Lucknow
announces a
Management Development Programme on

How to Integrate Product and Brand with Marketing Strategy ?



Duration
November 22-24, 2010

Venue
IIM Lucknow

Programme Director
Prof. Devashish Das Gupta



भारतीय प्रबन्ध संस्थान लखनऊ
INDIAN INSTITUTE OF MANAGEMENT LUCKNOW
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Introduction

Product and Brand Strategies now form the core of the overall marketing strategy. With the increase in competition marketers have resorted to over differentiation as well as re-segmentation in a big way. This has made the present market arena very challenging. Managers thus should be equipped with the latest in the area of Marketing process and integrating product and brand strategy with it. Brands can be divided in terms of Rational, Functional and Emotional approaches. This programme aims to integrate Product, Brand and Corporate Communication as essential ingredients of a successful Marketing strategy. It will also take into consideration the different requirements of a Product vs. Service organisations.

Objectives

You will enhance your ability to :

- Understand Marketing Function from a Brand Perspective.
- Motivate and Manage your team to understand the same.
- Brief your Ad Agency better in terms of communication objectives of your brand.
- Handle your product portfolio better.
- Understand the Product vs Service brands perspective effectively.
- Understand the Rational, Functional and Emotional Perspectives effectively.

Contents

- Understanding the approach of organizations in terms of Marketing.
- Emerging trends in Market Segmentation, Differentiation and Positioning.
- Understanding the technical issues in Product Strategy.
- Understanding the Brand Architecture for Products and Services as well as Business Markets.
- Creating Market Winning Brand Strategies.
- Role of Corporate Communication in the Branding Process.

Methodology

This programme will be highly experiential and interactive, comprising participant presentations and discussions, case studies, classroom lectures and presentations by experts from the industry.

Who Should Attend

This programme will be of great interest for :

- Senior/Middle level managers into marketing, product/brand, and sales functions.
- Senior Marketing analysts/Consultants whose principal responsibilities lie in dealing with existing product lines as well as establishing new ones in the market.
- CEOs/Senior Managers from other functional areas or a non-marketing background who need to take such decisions.

Date & Venue

The programme shall begin at 9.30 a.m. on November 22, 2010 and shall conclude at around 5.30 p.m. on November 24, 2010.

The programme is fully residential and the participants will stay in air-conditioned rooms at the IIM campus, Lucknow, on a single occupancy basis. Programme sessions will be held at "Manthan" - our Management Development Programme Center.

Programme Fee

The programme fee is Rs. 30,000/- per participant (residential). The fee includes board & lodging in our executive enclave, tuition, course material and use of the Institute Library, Computer Center & other infrastructure facilities.

The fee is payable in advance either by demand draft drawn in favor of Indian Institute of Management Lucknow and payable at Lucknow or by Bank Wire Transfer (ECS) to A/c No. 053010100046446 of IIM Lucknow with Axis Bank, Lucknow main branch, Lucknow (IFSC code UTIB0000053). In case of ECS, the remitter may inform us (at mdpoffice@iiml.ac.in) his/her name, name of participant, name and dates of programme against which the payment has been made, etc.

IT Exemption Certificate

The Institute holds Income Tax Exemption Certificate under sub-clause (iv) of clause (23C) of section 10 of the Income Tax Act, 1961 (43 of 1961). Therefore, tax on programme fees may not be deducted at source. Our PAN is AAAT12622Q. The copy of I T Exemption certificate can be provided on demand.

Registration

The registration form duly filled-in along with the programme fee should reach us at least 21 days before the commencement date of the programme.

In the event of cancellation of nomination by the sponsoring authority, only 50 per cent of the fee would be refunded provided we receive such information at least 15 days before the commencement of the programme. However, the nominating organization could recommend change(s) in the nominee(s).

Certificate of Participation

The Institute issues a certificate of participation on conclusion of the programme.

Programme Director

Prof. Devashish Das Gupta is a faculty in the marketing area at IIM Lucknow. He holds a Doctoral and Masters degree in Business Management. He has more than sixteen years of experience in the industry and academia. Before coming to academics he was with a multinational corporation wherein he was responsible for Retail Network Development and Retail Product Promotion. He is a successful corporate trainer in Marketing and Retailing. He has successfully trained executives of GAIL, NABARD, BPCL, NGOs, State Bank of India, Bank of Baroda, SIDBI, All India Radio, and Indian Armed Forces officers, Sify, Bayer, GNFC, Indo-Gulf Fertilisers, as well as several other multinational and regional organisations. His research areas are Innovations in marketing practices, Retailing, Food Retail Strategies and Tourism Marketing. Prof. Das Gupta's doctoral research has been published as a book titled "Product Management in Post Liberalised Era" by VDM Verlag Dr. Muller, Germany.

About The Institute

- Indian Institute of Management Lucknow (IIML) is one of the premier business schools in India. From the sprawling about 185 acres campus, the Institute offers world class education in major areas of management and provides an ambience for genuine intellectual pursuit, excitement and professional growth.
- The Institute's carefully designed and high impact Management Development Programmes train business leaders, senior executives, and practicing managers from various sectors of the economy in all disciplines of management education and thought. The Institute provides cooperation and support to Industry and the Government through its large number of prestigious Consulting Assignments and Research Projects.
- The Institute has an internationally acclaimed Postgraduate Programme in Management, Agri-business Management, & Fellow Programme in Management known for its quality, rigor and global orientation. Many of its illustrious alumni hold leading positions in both industry and academics in top organizations across the world.
- The Noida campus, as an extension of IIM Lucknow (IIML-NC), has been established to provide globally competitive management education to the professionals.
- The Noida campus has an evening programme leading to PGDBM for Working Managers (WMP). The International Programme in Management for Executives (IPMX) is the first residential one year full time programme which has commenced in April 2008. In addition to these, IIML-NC has launched distance learning programmes (e-MDPs), besides many other short duration programmes.
- The Institute has well equipped air-conditioned lecture rooms, Library, Computer Centre and comfortable on-campus air-conditioned board and lodging arrangements on single occupancy basis for the Management Development Programme participants at both the campuses.
- IIM Lucknow has collaboration with a number of Business Schools in Europe, Australia and Canada for Faculty and Students exchange.
- The Institute enjoys enormous respect and patronage from the corporate world, International Agencies and Government. Many leading organizations have generously donated funds in the form of Chair Professorships for academic pursuit and research.
- IIM Lucknow campus is located about 19 KMs away from the Railway Station and 33 KMs from the Airport, on the Lucknow-Sitapur highway & Hardoi-Sitapur bypass. IIML Noida campus is located at plot No. B-1, Sector 62, Noida near the Delhi-Ghaziabad highway (NH-24) about 25 KM away from New Delhi railway station and about 40 KM from the Domestic airport.

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