



भारतीय प्रबंध संस्थान रोहतक  
Indian Institute of Management  
Rohtak

Executive Program in

# PRODUCT & BRAND MANAGEMENT

**BATCH-III**



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# ABOUT IIM ROHTAK

Indian Institute of Management Rohtak is the IIM established by the Ministry of HRD, Government of India by IIM Act 2017. IIM Rohtak is an institute of national importance as per Ministry of HRD, Government of India.

Established in 2009, Indian Institute of Management Rohtak is a benchmark for top management education in India with a vision to become a global leader in due course. The institute has an enlightened and progressive leadership, acclaimed faculty members, extensive infrastructure and robust teaching pedagogy in place. It continues to impart knowledge in the management domain with a unique cross-functional perspective to prepare future leaders who can manage and create powerful organizations. To realize the vision of the Institute, IIM Rohtak is providing world-class education in management not only through full-time and regular programmes but also through various long duration and short duration programmes.

Located within the National Capital Region (NCR) of India, IIM Rohtak is 90 minutes from Delhi international airport. The state-of-the-art campus spread over an area of 200 acres is strategically located on National Highway - 10 and is well connected to Delhi.

IIM Rohtak has been ranked amongst the top five IIMs in research. Institute offers a dynamic environment for high-quality research in all functional areas of management that will benefit various segments of the business and society.



**PROF. DHEERAJ P. SHARMA**  
**DIRECTOR, IIM ROHTAK**

I am committed to providing to our faculty, staff, students, and other members of IIM Rohtak community a thriving culture that not only results in increased productivity but also fosters camaraderie and institute spirit. I invoke the ancient traditions of India to guide us to treat our work as worship so that we strive not for “work life balance” but for “work life integration”. I believe that IIM Rohtak culture that stems from our ancient traditions will produce scholars, managers, professors, and policy-makers who will exhibit superior work-ethic, high commitment, impervious focus, extraordinary decisiveness, strong persistence and positive attitude.



## ABOUT UPTOP

The speedy pace of universal revolution compels working professionals not only to gain mastery in current trends, digital transformations and platforms but also to be able to connect that knowledge to their daily job. The ability to adapt and learn evolving trends can often unlock the next step in career advancement.

We are a dedicated platform for working professionals to help them to adapt, overcome, improvise and stay UP on the TOP as continuous learning is the key to maintaining a competitive edge and achieve rapid career growth.

The concept is just not to offer rapid executives development programs but to make professionals self-aware about different career stages and the need of continued development also helping working professionals to self-realize the essential of filling the gaps to have a swift career growth.

The principle of executive education is not to follow traditional learnings but welcoming the right set of combinations in the development programs well aligned with the industry needs.

We do believe that the executive programs cannot be uniform or traditional but have to be aligned with emerging industry inclinations as executives require highly actionable insights, frameworks, and strategies to apply in their own roles and processes which will empower them to meaningfully contribute to the success of their organizations and to their career growth.

stay **UP** on the **TOP**



## FUTURE SCOPE

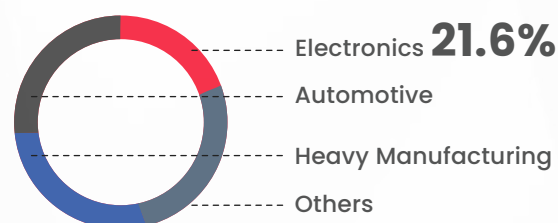
The Product Life Cycle Management Market is expected to grow from USD 16.76 Billion to USD 26.73 Billion by 2026 at a CAGR of 6.3% during the forecast period.

## PLM (PRODUCT LIFE CYCLE MARKET) FUTURE SCOPE

Global Product Life Cycle Management  
Market Size, 2018–2026 (USD Billion)

**\$ 16.76**  
**Billion** in 2018 & **\$ 26.73**  
**Billion** in 2026

Global Product Life Cycle Management  
Market Share, By Discrete Industry, 2018



North America Product Life Cycle Management  
Market Size, 2018

**\$ 5.70 Billion**

Source – Business, Economy, Finances, Banking & Insurance Press release from: Fortune Business Insights(TM)

The increasing demand for innovative consumer products, backed by increasing disposable income is expected to enable growth in the product lifecycle management market.

Fortune Business Insights in a report, titled "Product Life Cycle Management Market Size, Share and Global Trend By Application (System Engineering (SE), Product Portfolio Management (PPM), Product Design Manufacturing Process Management (MPM)), By Component (Software & Services), By Industry Vertical (Healthcare, IT and Telecom, and others) and Geography Forecast till 2025" offers comprehensive insights into the market.

## IIM Rohtak View on the Program

The program will aid individual to build a foundation block for the Product & Brand management lifecycle and a better understanding of the customer approach, Analytics, Frameworks, tools and strategical approaches. The program will get the opportunity to learn important facets of analyzing, understanding and managing product and brand for generating long-term value as well as highest success. The program will also dive deeper into the business impact of product and brand management initiative and systematically strategize plans to excel in the field.

# PROGRAM OVERVIEW

Product and brand management is no more just about making and selling products, there has been a digital revolution in this field too. This also demands a proper strategy for building and launching a product or brand in the market so that your brand and product will stand out of the crowd and it will be remembered by the consumers.

Product and brand management certification program with IIM Rohtak is a management certification course for 5 months in which you will learn from India's leading faculty and industry mentors about the technologies and methodologies that assist you to strengthen the brand's position and overcome the threats.

Product and Brand Management plays a vital role in business strategy. Whether you are a brand manager, product marketer, business leader, or entrepreneur, this certificate course will be very beneficial for you to enhance your product or brand's market value. This program will help you to build a foundation block for your brand and a better understanding of the customer approach. By completing this course, you will become expertise in making critical decisions about brand repositioning and extension. You'll get the opportunity to learn important facets of analyzing, understanding and managing your product and brand for generating long-term value as well as highest success. After taking up this course, you will be able to manage both products and brands to engage more audience. Not only this, you will also dive deeper into the business impact of product and brand management initiative and systematically strategize plans to excel in the field.





# PROGRAM HIGHLIGHTS



Certifications from IIM  
ROHTAK



Case  
Based Pedagogy



Applied Business Models



Designing Product &  
Brand Management Strategies



TAM, SAM Market Analysis



Consumer Need gathering  
Processes



R&D Survey Interviews  
Market Sizing techniques



AARRR & HEART Framework  
& Cohort Analysis



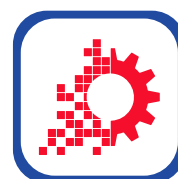
Learn Product & Brand  
Portfolio Management



Learn Product Differentiation  
Strategies



Learn Product Conceptual Design  
Process



MVP & its Importance



Go to Market Strategy



Acquire Abilities to design  
Brand Management Strategies



Applied Product Mix  
Strategies

# FREQUENTLY ASKED QUESTIONS

## Who is this program for ?

Aspirant seeking to have the fastest career growth into Product Management, Brand Management & Luxury Brand Management Roles, young product managers, business unit and product line leads, product and marketing team members, and tech professionals.

## What skillset will I develop ?

Gain competency to build and manage the end-to-end product lifecycle successfully Apply Environmental analysis, competitive analysis, TAM, SAM user research method, user need gathering, user journey mapping, conceptual design, and wireframe.

## What kind of roles & responsibilities I can get ?

Product Manager / Associate Product Manager / Group Product Manager / Product Operations Manager / Product Owner / Product Designer / Product Management Specialist / Product Assistant / Product Technician / Business Analyst and so on





# PROGRAM CURRICULUM



## OVERVIEW OF PRODUCT & BRAND MANAGEMENT

- Product marketing concept and Category Management
- MVP and its Importance
- User Research Methods
- Customer Need Gathering process
- User Journey Mapping
- Conceptual Design
- Wireframe



## APPLIED ANALYTICS IN PRODUCT & BRAND MANAGEMENT

- Environmental Analysis,
- Competitor Analysis,
- Market Sizing
- TAM, SAM, Target Market
- R&D, Interviews, Surveys



## MANAGING PRODUCT LIFE CYCLE

- During crisis, Product Portfolio
- Product Mix Strategy.
- Segmentation & Product differentiation Strategies.
- Pricing Model Strategies
- Go to market strategy
- MIX Marketing
- Acquisition, Activation, Retention, Engagement, Referral Strategies



## BUILD-MEASURE-LEARN FRAMEWORK

- Testing and Validating MVP
- Identifying Metrics: AARRR & HEART Framework
- Segmentation & Cohort Analysis



## BRAND MANAGEMENT & BRAND LEADERSHIP

- Consumer brand knowledge & Managing brand portfolios.
- To brand or not to brand Strategy.
- Brand positioning and positioning map.
- Brand building strategies.



## NEW PRODUCT DEVELOPMENT STRATEGY

- Competition, Uncovering Needs, Buyer Behavior Analysis.
- Qualitative & Quantitative Research Methods.
- Product Testing & New Product Pricing
- Disruption and Innovation, (including service innovations in e-commerce).



## PRODUCT CLASSIFICATION

- Building B2B Product
- Building B2C
- B2C & B2B Scenario



## APPLIED BUSINESS MODEL

- Canvas-BCG
- Ansoff matrix
- Michael Porte

# PROGRAM CURRICULUM



LUXURY BRAND MANAGEMENT



MANAGING PRODUCT AND BRAND IN THE DIGITAL ERA



FINAL PROJECT SUBMISSION



CAPSTONE PROJECT

## TOOLS



Data is a big trend so as a product manager it's likely you'll need to get to grips with it



Tableau as a visualized platform for the intentions of helping people watch, observe, understand, and make decisions with a variety of data.



Google Analytics to track the performance of your product and features regularly





# PROGRAM FACULTY



**Dr. Kuldeep Baishya**

Ph.D: IIM Shillong



**Dr. Neha Bhardwaj**

Ph.D : FMS, Delhi



**Dr. Naman Sreen**

Ph.D: IIM Shillong



**Dr. Siva Kumar**

Fellow IIM Indore



**Dr. Archit V. Tapar**

Fellow IIM Indore



**Dr. Rajat Sharma**

Faculty IIM Ahmedabad

# WALL OF ACHIEVEMENT

On successful completion of the program you'll be awarded by the certificate from the IIM Rohtak.





## PROGRAM DETAILS

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### Admissions Closing

Slot 1

30th June, 2022

### Duration

3 to 4 Months

### Format

Live 50 Hours Interactive Sessions

### Batch

Every Sunday

### Program Fee

INR 60,000 + GST (Pay in 3 easy EMI's)

### Program Innaguration

18th Sep, 2022 (Tentative)

### Eligibility Criteria

Graduate (10+2+3) in any stream from recognised university.

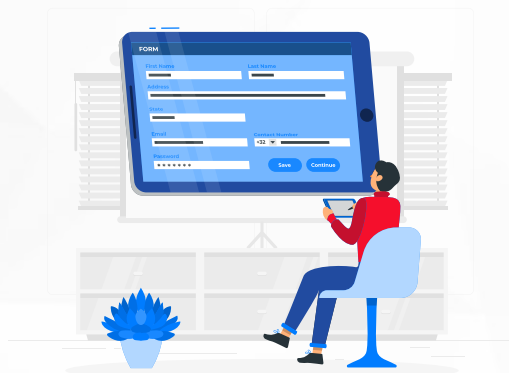
### Attendance

Minimum 70% attendance is mandatory for successful completion of the program.

### Evaluation

Performance of participants will be monitored through continuous evaluation on assessments, quizzes & project work. No end course exams will be conducted.

## ONLINE APPLICATION



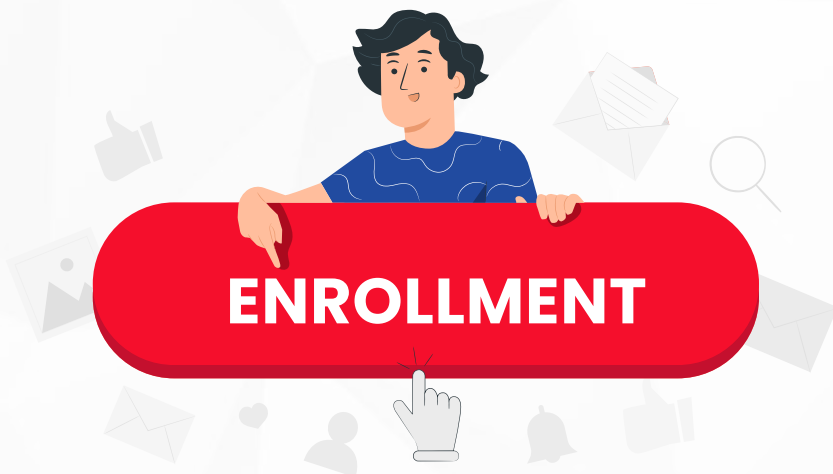
## PROFILE SHORTLISTING



## PROFILE APPROVAL



## ENROLLMENT



[Click Here](#) to Apply now

In collaboration with

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Adapt by Learning

Universal Potential Talent Optimization Platform

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**Note- upTop is the authorized admission partner for this program for IIM Rohtak.**