

BUILDING AND MANAGING BRANDS IN THE PRESENT ERA

December 9 – 13, 2024



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**Executive
Education**

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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Introduction

A few decades back, brands belonged to manufacturers. They could decide on the what, how and how to of brands. The consumers played a role, but that was minimal. In the present era, the balance has shifted to the consumers, thanks to 3 Cs. 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 consumer can take place (and spread) almost instantaneously.

Thus, to create and sustain a brand in such times is a challenge for marketers. The marketers need to have a deep understating of the principles of branding, but also a comprehensive understanding of consumer behaviour and the role of technology in the midst of both. This understanding would help marketers launching new brand and marketers managing existing brands alike. Herein lies the value of the programme that would equip the participants with the necessary skills to develop and maintain brand with string and favourable brand equity.

Objectives

To train brand managers in the understanding of how to build a brand and equipping them with the required skills to measure and manage brand equity.

Content

Module1: Building the brand and brand identity

This module would prepare the participants with the need of building strong brands, how do 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 participant with the optimal use of the 4Ps, i.e. product, price, place and promotion to build strong and sustainable brands. This would also illuminate 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/industry) and the micro (consumer) level sources of brand equity and how the same 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 that would be the key takeaway from the programme.

Who Should Attend

The course is designed for brand managers across levels, who want to understand, measure and develop their branding strategies.

This programme would also be beneficial for entrepreneurs in their early stages who want to build strong brands.



Faculty

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

How to Apply

To register for the programme, fill in the application form through the link below: <https://bit.ly/45qmoJh>

The closing date for receiving applications is **November 25, 2024**. The last date for early bird discount is **November 18, 2024**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.

For more information, please write to us at **exed@iima.ac.in** or call at **+91 79 7152 6400**.

Certification

A Certificate of Participation will be issued to the participants at the end of the programme, subject to their having attended all the sessions of the programme. Absence from any session needs to be with the prior approval of the Programme Faculty Co-Chairs.

Venue & 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 & Payment

INR 200,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **November 25, 2024**. 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 an application 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 **IIMAHMOEP**
HDFC Bank Limited, Ahmedabad Vastrapur Branch (IFSC Code: HDFC0000048, MICR Code: 380240003)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: **Building and Managing Brands in the Present Era**
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 so that we can link your remittance with your nomination.

[B] Payment Gateway

Please visit the following link for Payment Gateway: <https://bit.ly/3VI7TwY>

Discount

Early Bird Discount: Applications received with payments on or before **November 18, 2024**, will be entitled to an early bird discount of 7%. Early submission of fee and application 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 the 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.

Programme dates and fee are subject to change at the discretion of the Institute.

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 and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Armed Force Programme (AFP)
- Online MBA

The Institute has 100 plus faculty members working in the following management areas and centres:

Disciplinary Areas & Groups

- Centre for Management in Agriculture (CMA)
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organisational Behaviour
- Operations and Decision Sciences
- Public Systems Group
- Ravi J. Matthai Centre for Educational Innovation (RJMCEI)
- Strategy

Interdisciplinary Centres

- Arun Duggal ESG Centre for Research & Innovation
- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship (CIIE)
- Centre for Management of Health Services (CMHS)
- Centre for Transportation and Logistics
- Gender Centre
- India Gold Policy Centre (IGPC)
- JSW School of Public Policy
- Misra Centre for Financial Markets and Economy (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



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