



PRODUCT AND BRAND MANAGEMENT

PROF. VINAY SHARMA

Department of Management Studies
IIT Roorkee

PRE-REQUISITES : Basic understanding of Fundamentals of Marketing will be beneficial

INTENDED AUDIENCE : Students of Marketing, Students who wish to learn Marketing and Branding, Executives and Administrators

INDUSTRY SUPPORT : All industries, institutions and even individuals who may think of promoting themselves and their products and services as brands

COURSE OUTLINE :

The structure of this course is based on one of the most important learning required for all the students seeking to join professional life and all the professionals seeking to excel including heads and leaders of institutions and Non-Profit and even Government Organizations. Its a combined package of two subjects to give its readers a comprehensive knowledge.

ABOUT INSTRUCTOR :

Prof. Vinay Sharma has around 27 years of Experience, in the areas of Marketing, Business Opportunity Development, Market Development, Brand Development; IT enabled Services, Spiritual Orientation for Market Prosperity Development and Teaching for past Nineteen years.

COURSE PLAN :

Week 1: Introduction to Product Management

Week 2: Product Planning

Week 3: Product Category Analysis

Week 4: Insight, Innovation and Design Thinking

Week 5: New Product development

Week 6: Brand and Brand Management

Week 7: Brand Equity and Value chain

Week 8: Brand Valuation and Brand Loyalty

Week 9: Brand Life cycles and Organizational Designs

Week 10: Brand Architecture

Week 11: Brand Equity Measurement

Week 12: Ethics and Spirituality for Product and Brand Management