



IIM NAGPUR

भारतीय प्रबंध संस्थान नागपुर  
Indian Institute of Management Nagpur

Harness Core **Product Strategy**  
that Calibrates Growth and Wins

Post Graduate Certificate Programme in  
**PRODUCT & BRAND MANAGEMENT**

IIM Nagpur



Marketing Partner

jaro education



**Dr. BHIMARAYA METRI**

**Director, Indian Institute of Management Nagpur**

I take pleasure in welcoming you to IIM Nagpur (IIMN). IIMN was established in 2015 as the first of the third generation IIMs, by the Ministry of Education, Govt. of India. Its location in Nagpur, the Orange City, makes IIMN equidistant from the major metropolises – Delhi, Chennai, Kolkata, and Mumbai – in terms of travel time by air. Since its inception, IIMN has attracted talented faculty members with commendable experience in research and teaching. Faculty members at IIMN are engaged in management consultancy, research, training and industry collaboration for creating and disseminating cutting-edge knowledge. Its location at the very centre of industrial activity offers IIMN a natural advantage, enabling greater connections and partnerships with businesses across sectors in SEZ and MIDC-designated zones. IIMN's unwavering focus on pioneering exceptional industry partnerships to lead the way in providing real-world experiences prepares our programme participants for life – bringing 'corporate into classrooms' to hone relevantly skilled talent for the ever-evolving corporate world. One of the first premier institutions in the country to seamlessly make the shift from physical to online over the past year, IIMN is well-equipped to conduct Executive Education Programmes (EEPs) for executives from public and private sector undertakings. Keeping the New Education Policy (NEP) 2020, digitalization and lifelong learning in mind, IIMN has launched online certificate programmes for skilling-reskilling-upskilling the executives in highly specialised areas of management. We anticipate that these programmes would enable executives to fully realise the opportunities ahead in a digitally disruptive world. With its unique advantages, IIMN is an exciting place to learn, grow and be the 'champions of change'. We welcome you to join our IIMN community of faculty, staff, students and alumni who are shaping the future of work.



## Almost 80%

of product managers are involved in design activities

\*McKinsey & Company

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The global product lifecycle management market size is expected to grow at a compound annual growth rate **(CAGR) of 9.2%** from 2023 to 2030

\*Grandview Research

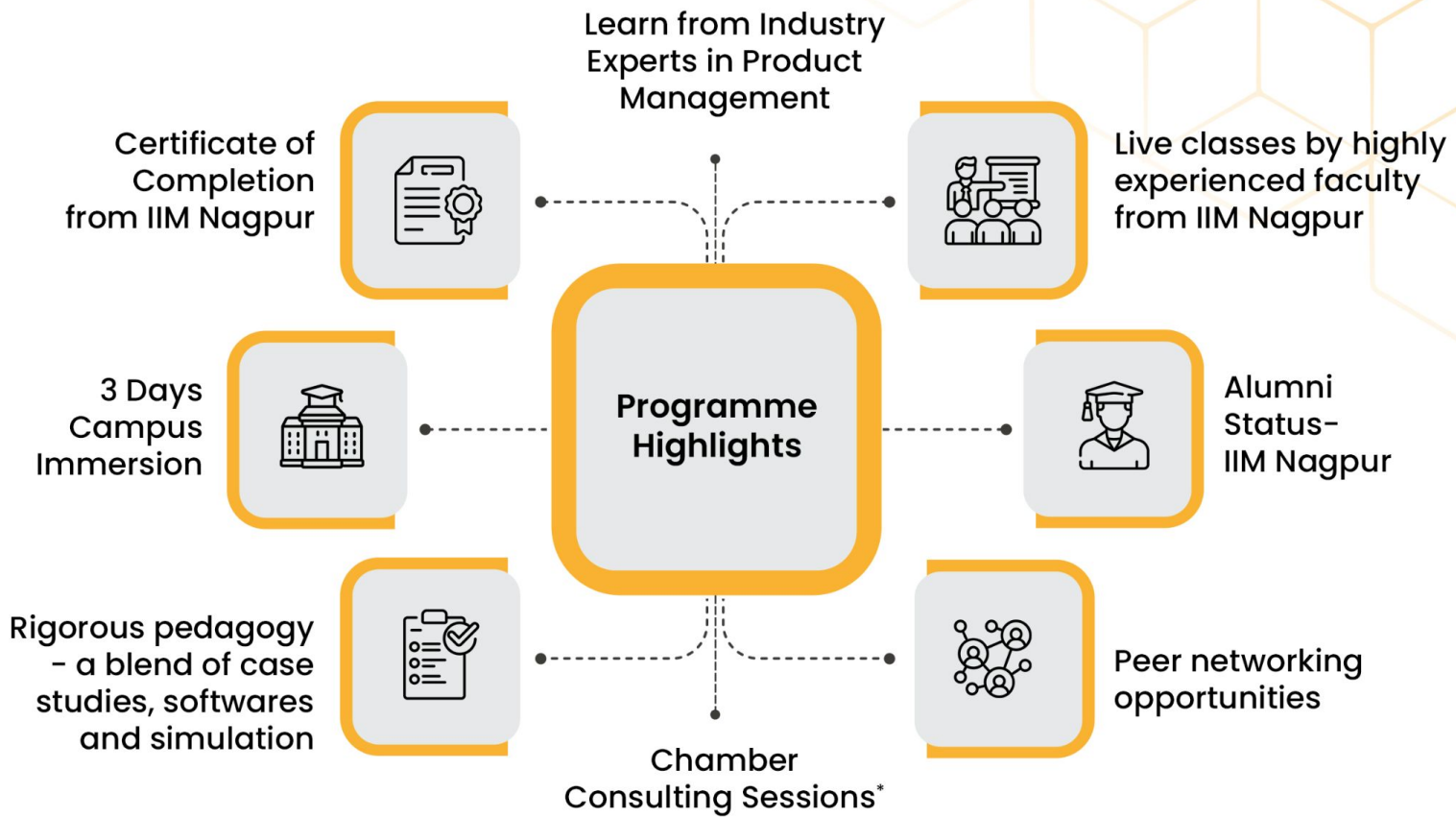
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In the dynamic realm of technology, the significance of product and brand management cannot be overstated. Business success hinges on navigating challenges presented by emerging technologies. Adopt innovative decision-making strategies to effectively integrate new tools and technologies. Gain valuable insights into assessing customer value, optimizing operational efficiency with modern tools, and enhancing stakeholder commitment through impactful storytelling. Break down organizational barriers that hinder critical functions such as discovery, validation, and strategic planning. This roadmap empowers product leaders to excel in these vital areas, ensuring a resilient and growth-oriented approach within the ever-evolving technological landscape. Elevate your product leadership skills for sustained success in the technology-driven future.

- Immerse yourself in the art of end-to-end product management, finely tuned to both customer needs and strategic business objectives, through IIM Nagpur's PG Certificate in Product & Brand Management.
- Tailored for discerning executives, this meticulously crafted programme envisions you as a strategic navigator, skillfully weaving through the intricate tapestry of product strategy—a linchpin for corporate expansion.
- Designed for mid to senior-level professionals, the interdisciplinary curriculum spans cross-functional roles, creating a dynamic ecosystem for executives aiming to cultivate a strategic mindset centered on product strategy.
- Delve into fundamental concepts of product management and branding, mastering the crafting of products that resonate with customer needs, create value, and stand out in the competitive landscape.
- The comprehensive curriculum encompasses building and managing robust brands, establishing brand equity, and devising strategies aligned with business objectives.
- Explore essential topics including New Product Development, Go-to-Market Strategies, Design Thinking, Brand Building, Product Line Analysis, Extensions, Brand Lifecycle Management, and leveraging branding for contemporary product marketing in today's market conditions.
- Equip yourself with unparalleled insights and practical skills, setting the stage for your triumph in the realm of Product Management.



## Programme Highlights



\*Conducted course wise subjective to faculty's discretion & availability

## Key Learning Objectives



Grasp Product Management and Branding Essentials



Craft customer-centric products, add value and differentiate



Brand equity & Strategic Decision Marketing



Go to Market Strategies



Product Design Decisions



Leverage Branding for Product Marketing in Current Market Conditions

## MODULE 01

### FUNDAMENTALS OF PRODUCT MANAGEMENT

- Concept of product, Product Mix, New Product Development, Product Life cycle

### PRODUCT MARKET RESEARCH

- Qualitative Methods of User Research to understand the product market and users' needs, behavior, and motivations
- Survey/Experimental methods
- Product preferences mapping

### PRODUCT DESIGN

- Analysing user pain points, creating a user persona, and prioritizing solutions
- Customer-Centric Product Design
- Prioritize and articulate product features using a product requirements document
- Integrating sustainability into product design
- Translate product ideas into reality by creating prototypes and minimum viable products (MVPs)

### DESIGN THINKING FOR PRODUCT DEVELOPMENT

- Promoting Creativity and Innovation with Design Thinking

## MODULE 02

### ESTABLISHING PRODUCT-MARKET FIT

- Segmentation to identify prospective customers
- Defining value proposition and specifying minimum viable feature set
- Minimum viable product and the user experience
- Testing minimum viable product and iterating to improve product-market fit
- Software: Mix Panel for Product Market Fit

### FINANCIALS, IPR, AND LEGAL ASPECTS OF PRODUCT MANAGEMENT

- Basic understanding of financial statements and analysis for product management (PG)
- Basic understanding of product costing, break-even analysis and profit projection, Sales Budget, and profitability projections
- Business commercialization Laws for product management: Company Law, Sales and goods act, Contract act
- Intellectual Property Rights in Product Management: Patent, Trademarks, Copyrights



# PROGRAMME CONTENT

## **LAUNCHING AND GROWING PRODUCT**

- Develop a strategy for product launch and growth that aligns with the target audience
- Create a repeatable process for building customer demand and retention

## **DIGITAL SPACE & ANALYTICS FOR PRODUCT MANAGEMENT**

- Leverage digital platforms to grow a loyal user base and drive customer demand
- KPIs for product performance management (funnel conversion rates, marketing channel ROI)
- Leverage innovative new technologies, including generative AI, to accelerate product success

## **INDUSTRY 4.0 AND NEW PARADIGMS IN PRODUCT DEVELOPMENT**

- Internet of Things & Product Management
- Augmented Reality/Virtual Reality & Product Management
- Applications of Artificial Intelligence and Machine Learning in Product Management
- Emerging Trends in Product Management

## **MODULE 03**

### **FUNDAMENTALS OF BRAND MANAGEMENT**

- Brands, Brand Elements
- Product vs. Brand
- Customer Value and Branding
- Brand Loyalty

### **BRAND POSITIONING AND REPOSITIONING**

- Brand Positioning
- Brand Re-positioning
- Brand Positioning vs. Product Positioning

### **BRAND BUILDING**

- Managing Brand Performance
- Measuring Brand Equity
- Brand Identity
- Brand Personality
- Customer Brand Relationships

## **MODULE 04**

### **BRAND ARCHITECTURE**

- Brand Architecture
- Designing Brand Architecture

## PROGRAMME CONTENT

### **BRAND BUILDING IN THE DIGITAL ERA**

- Social Media & Branding
- E-commerce and Branding

### **BRAND PORTFOLIO MANAGEMENT**

- Developing Brand Portfolio
- Managing Brand Portfolio

### **DISSERTATION PRESENTATIONS**

### **ACCESS TO NEW AGE TOOLS & TECHNIQUES, CUTTING AGE SOFTWARE FOR PRODUCT DESIGN & ANALYTICS**

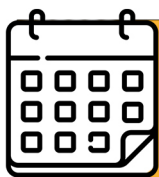
Note: This is an indicative list of course topics and is subject to change and may be updated or revised based as per IIM Nagpur's discretion.

## PRODUCT BRAND MANAGEMENT





## PROGRAMME DETAILS



**Application Closure Date** | 5<sup>th</sup> May 2024

**Commencement Date** | 12<sup>th</sup> May 2024

### Duration

- 10 Months (120 Hours)

### Delivery

- Direct-to-Device (D2D)

### Campus Immersion

- 3 Days of Campus Immersion

### Eligibility

- Bachelor's Degree (any specialization)/ Diploma 10+2+3 with a minimum 50% aggregate marks from a recognized university.
- Minimum 2 years of work experience.

### Session Timings

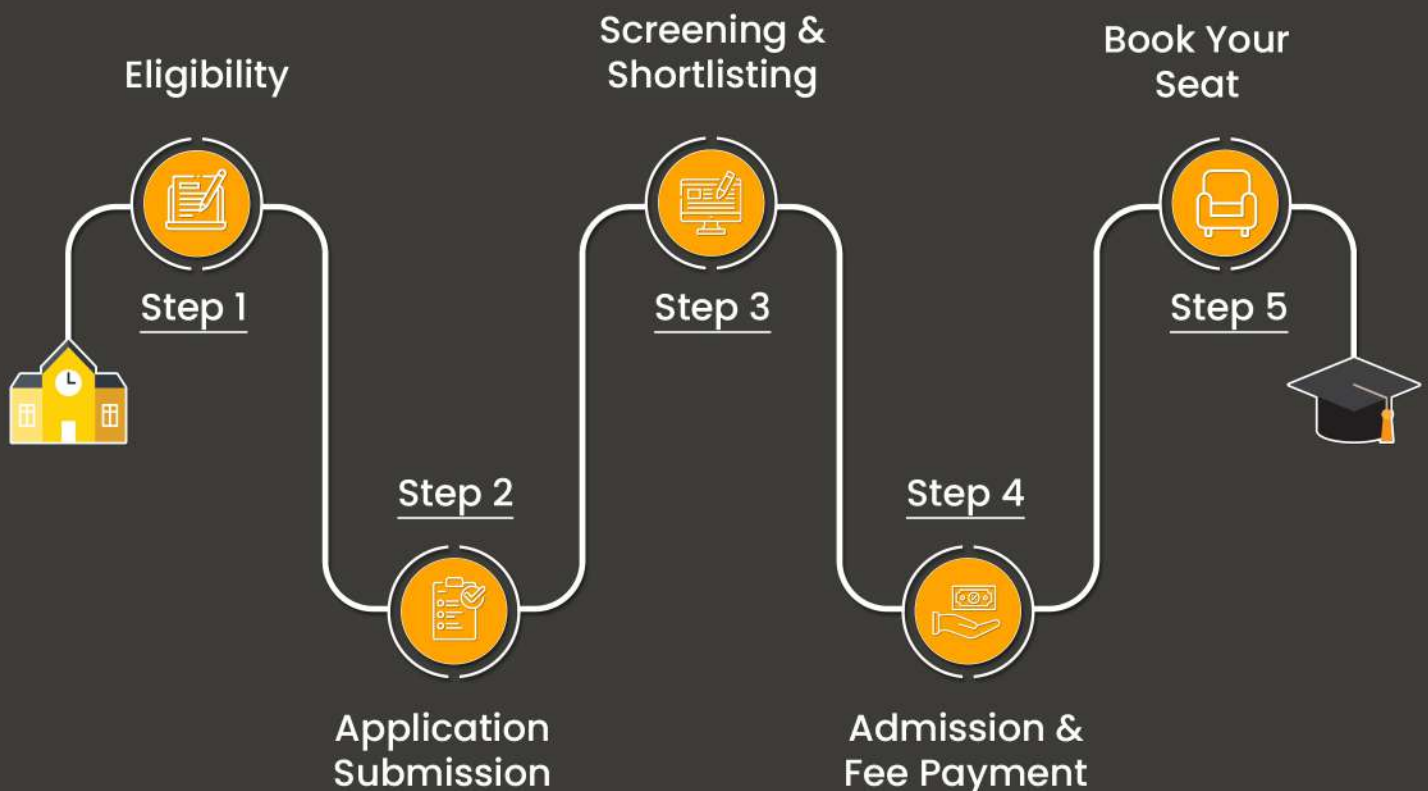
- Sunday, 10:00 AM to 1:00 PM

# Who Can Attend?

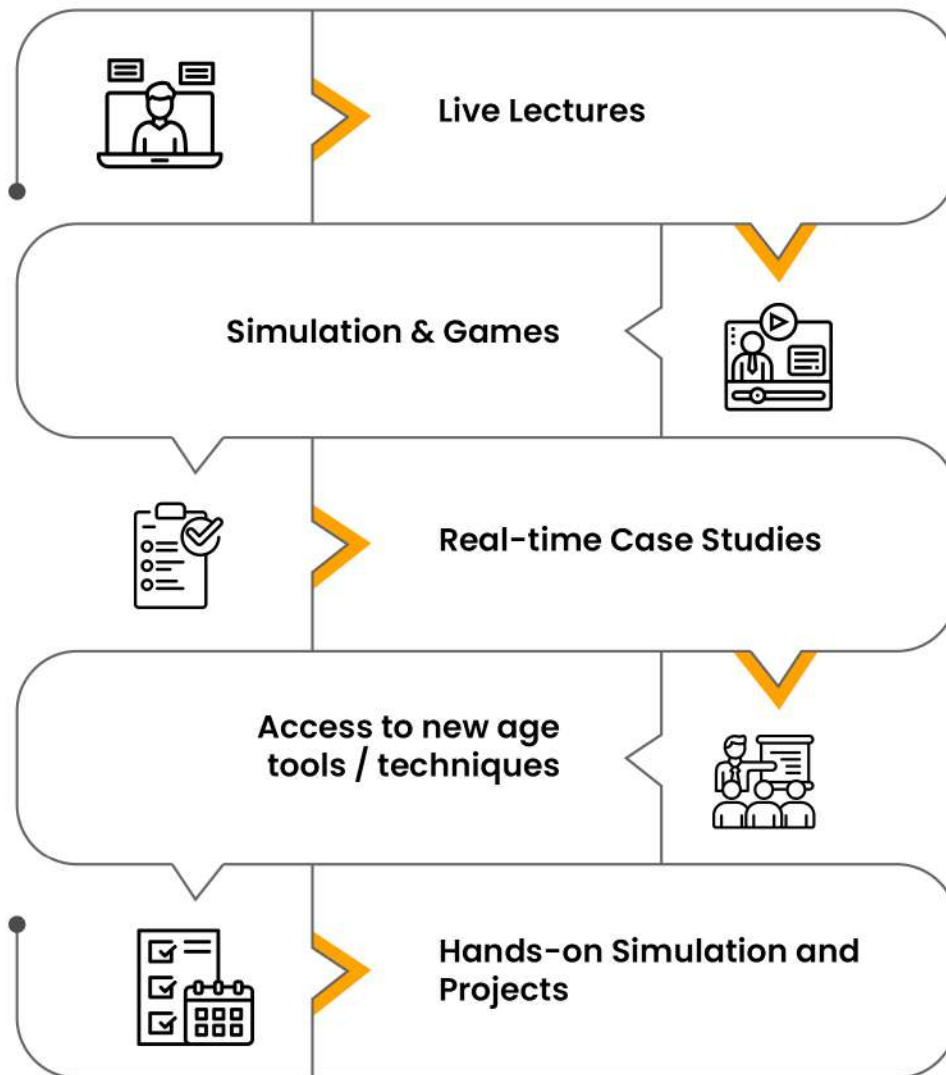
This programme is ideally suited for executives who want to develop a strategic mindset that revolves around product strategy as a path to business growth.

- Mid to senior-level professionals working on product development, product management or product strategy roles and professionals from across functions who are a part of the product's life cycle directly or indirectly, may apply for the programme.
- Executives from both B2B and B2C domains will find the programme useful.
- Specially crafted for executives & new age entrepreneurs.

## ADMISSION PROCESS







\*The above is an indicative list of pedagogical approaches, curricula, libraries and techniques/tools used in the delivery of the intake.

## PROGRAMME FEE DETAILS

### PROGRAMME FEE STRUCTURE

Application Fee – INR 2,360/-  
(including GST)

#### **TOTAL PROGRAM FEE**

(EXCLUSIVE OF APPLICATION FEE)

**INR 1,75,000/- + GST**

#### **INSTALMENT PATTERN**

Instalment 1: INR 70,000/- + GST

Instalment 2: INR 52,500/- + GST

Instalment 3: INR 52,500/- + GST

\*All the amounts mentioned above are exclusive of GST except application fee (which is inclusive of 18% GST).





## Programme Certification

- For participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion' in the PG Certificate Programme in Product & Brand Management by IIM Nagpur.
- Participants will also be accorded IIM Nagpur's alumni status.



**Executive Education**  
**IIM NAGPUR**  
भारतीय प्रबंध संस्थान नागपुर  
Indian Institute of Management Nagpur  
Nagpur | Pune

[Sl. No.: IIMN/EE/ /2024/ ]

### Certificate of Completion

This is to certify that

**Name**

has successfully completed the

**Post Graduate Certificate Programme in**  
**Product & Brand Management**

held during / / to / /

**Programme Director-1**  
Programme Director

**Programme Director-2**  
Programme Director

Chairperson,  
Executive Education

Director,  
IIM Nagpur

- The above e-certificate is for illustrative purposes only and the format of the certificate may be changed at the discretion of IIM Nagpur.

## PROGRAMME DIRECTORS



### **PROF. RANJITHA G. P.**

**Faculty member in the Marketing Area, IIM Nagpur**

**Prof Ranjitha G.P.**, a faculty member in the Marketing Area at IIM Nagpur, has contributed to the Book 'Dealing with Socially Responsible Consumers' published by Palgrave Macmillan. Prof. Ranjitha and Krishnan Jeesha, Indian Institute of Management, Lucknow, India, have co-authored the chapter titled 'Collaborative Consumption: The Future of Sharing Economy' for the book.

The authors have focused on the transformation witnessed in the marketing world from exclusive ownership-driven consumption to sustainable shared consumption. The empowered consumers today realize the attitude of collective ownership toward the larger canvas in terms of environment, society, and well-being, resulting in a drive toward collaborative consumption (CC). This shift is fuelled further by technology and its influence on digital consumers. The authors draw upon past research to explore the concept and discuss its dimensionalities, motives, and consequences in this chapter. With various service providers/brands venturing into the space of CC, this chapter brings in the practitioners' perspective through multiple case examples. The chapter introduces the concept of collaborative consumption under the domain of sharing economy. Based on the existing research, the chapter covers the definition of collaborative consumption, the nature of collaborations, and the process of it thereby.





## PROGRAMME DIRECTORS

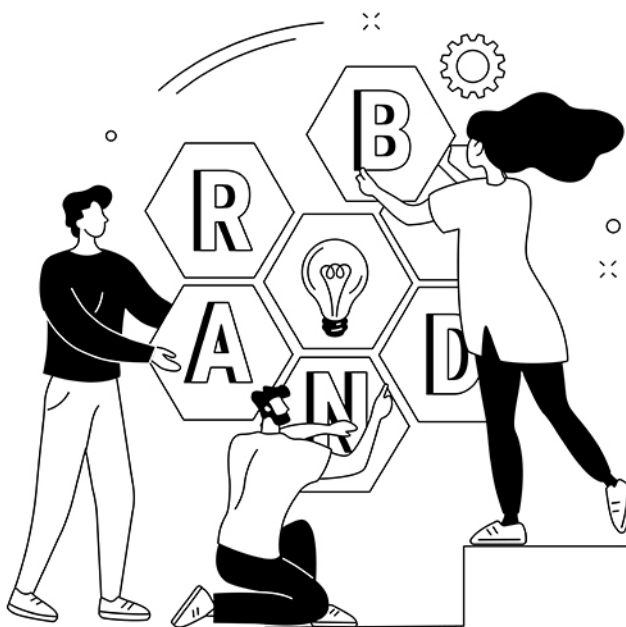


### **PROF. YATISH JOSHI**

**Faculty member in the Marketing Area, IIM Nagpur**

**Dr. Yatish Joshi** is a faculty member in the marketing area at IIM Nagpur. Before that, he worked at MNNIT Allahabad. Dr. Yatish has completed his Ph.D. at IIT Roorkee. He has secured and worked on externally funded projects and consultancies for various funding agencies and private organizations, including the SPARC, Ministry of Education, Uttar Pradesh Council of Science and Technology, Enhansafe India, etc. He has also provided consulting services to several companies and start-ups regarding product design, packaging, and branding.

He has conducted several training sessions/MDPs for middle, senior, and top-level executives in marketing strategy, Research, simulation, Analytics, and social media marketing for various organizations such as Bharat Dynamics Ltd., BPCL, Nestle Food Safety Institute, The Audit and Accounts department of the government of India, etc. He has also served as a resource person for numerous training programs/Capacity Development Programs sponsored by AICTE/UGC, including those at Institutes of National Importance and Government Training Institutes. Dr. Yatish Joshi has consistently published research articles in first-tier journals, including outlets listed in the Australian ABDC list of management journals and the Web of Science SCI and SSCI listed Journals. He is also the Recipient of the Emerald Literati Network Awards for Excellence 2017. Dr. Yatish has evaluated doctoral thesis and project proposals for a few foreign universities and funding agencies.



## IIM NAGPUR AT A GLANCE

Established in 2015, the Indian Institute of Management Nagpur (IIMN) aspires to be a leading management institution that shapes management systems, policy and governance through high-quality education, research and industry engagement. Propelled by the pursuit of engaged scholarship, the Institute aims to create value-driven leaders and global managers with strong conceptual foundations and analytical approaches, which helps them excel in diverse spheres – be it management, business, policymaking, and public administration, to name a few.

IIM Nagpur aims to address the needs of a modern India; connecting aspirations and realities to attain benchmarks that are respected internationally. Our motto, सत्यं च स्वाध्यायप्रवचने च, that is, an inspiring journey towards truth through individual reflection and collective discourse, propels our quest to bridge the gap between abstract knowledge and practice.

IIM Nagpur seeks to distinguish itself as an institution that promotes constant industry engagement of a 'problem-solving' nature. Executive Education, therefore, is an important thrust area for the Institute. With an array of programmes designed by a faculty body with a stellar record of research, teaching and industry engagement, the Executive Education programme at IIM Nagpur equips managers and executives with the capabilities to perform effectively in their current roles and take up greater challenges through various stages of their careers.





## ABOUT JARO EDUCATION

**3,50,000+**  
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**23+**  
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India, USA & Singapore

**18+**  
Top NIRF Ranked Indian  
Institutes & Universities

**10+**  
Top QS Ranked Global  
Institutes & Universities



e-India Awards

The Best ICT Enabled  
Higher Education  
Institute Award



Educational  
Excellence Awards

Most Innovation &  
Successful online MBA  
Program in India



MODI Awards

Outstanding  
Contribution in Online  
Education



ABP Education  
Awards

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Congress

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Employer Accolade



World HRD  
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OUTLOOK BUSINESS



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India's Most Trusted  
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Jaro Education is an edtech pioneer and online higher education company that specialises in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programmes catering to domains such as Doctorate & Ph.D., Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-Suite, through world-class executive education programmes.



## CONNECT WITH US NOW!

### EXECUTIVE EDUCATION OFFICE, IIM NAGPUR

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Senior Manager – Executive Education
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### ADMISSION REPRESENTATIVE

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