



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

आईआईएमके परिदृष्टि IIMK VISION
सत्यम् | नित्यम् | पूर्णम्
को अंतर्निवेश करके
भारतीय विचारधारा का वैश्वीकरण
Globalizing Indian Thought by inculcating
Authenticity (Satyam)
Sustainability (Nityam)
Fulfillment (Purnam)

PROFESSIONAL CERTIFICATE PROGRAMME IN
**MARKETING AND
BRAND MANAGEMENT**
FOR NEW AGE BUSINESSES



Batch: **1**



Duration:
1 Year



Course Commencement:
22 December 2024



Class Days/Timing:
**Sundays from 02.30 p.m.
to 05.45 p.m. IST**

Overview

The Professional Certificate Program in Marketing and Brand Management for New Age Businesses has been custom designed with an aim to provide students a 360 degree view of various practical and applicable aspects of marketing and brand management in the digital era that includes understanding different types of markets, competition, buyer behaviour and brand building. A sound understanding of such fundamentals helps professionals appreciate concepts of segmentation, targeting, positioning differentiating, pricing and branding strategies which are necessary to design effective marketing and branding strategies for the organization.

Upon completion of this programme, participants are expected to

- Learn contemporary marketing and branding strategies, including digital marketing, digital brand management, integrated marketing communications and other emerging trends in these areas.
- Understand the fundamentals of brand creation, development, positioning and management.
- Gain insights into consumer psychology and buyer behavior to create effective marketing campaigns.
- Use data analytics, competition analysis and market research to devise, implement and measure effectiveness of marketing strategies.
- Develop cohesive marketing messages across various channels to ensure consistent brand identity.
- Create comprehensive marketing and brand management plans that are relevant to new age businesses and the dynamic environment they operate in.



Programme Highlights



Campus Experience - Participate in the 2 day In-Campus immersion module providing participants the opportunity to experience the typical high-intensity classroom and to soak-in the unique campus environment of one of the most iconic and sustainable management campuses in India, set amidst lush green hills and surroundings.



Executive Alumni Status - Upon successfully clearing the evaluation requirements of this program, participants qualify for the Executive Alumni status from IIM Kozhikode.



Industry Relevant Syllabus - Stay ahead of the curve with the latest trends and technologies in marketing and brand management and how they need to be adapted suitably for new age businesses in the digital era.



Hands-On Data-Driven Activities - Gain insights into emerging platforms and strategies through practical and hands-on exercises that involves analyzing data, implementing different techniques and deriving business relevant insights that can be applied immediately in the real work environment.



Strategic Insights - Connect with other industry professionals, experts, and peers to expand your professional network. Through an exchange of ideas and experiences, gain strategic insights to create, maintain, and grow a successful brand in today's dynamic business environment.



Expert-Led Lectures - Lectures from esteemed faculty and industry experts, provide participants with foundational knowledge as well as current trends and insights from the business world. These lectures are not just informative but also thought-provoking, inspiring participants to think beyond conventional boundaries.



Interactive Discussions - The pedagogy places a strong emphasis on interactive discussions, encouraging participants to share their perspectives, debate on various topics, and learn collaboratively. This fosters a rich learning environment where ideas are exchanged, and diverse viewpoints are valued.

Veranda Program Features



Live and Synchronous Learning – Live and synchronous instructor led classes imparting interactive and real time learning from eminent faculties of the Institute.



Convenient Class Schedule – Live classes are structured to suit the schedule of working professionals.



Practice Based Learning – Gain practical knowledge through case study discussions, class exercises, individual or group activities and peer to peer interactions.



On Campus Visit – Campus visits are built into the program construct that allows learners to experience the campus and network with the faculty and fellow participants with varied background and experience.



Learn from Anywhere – No need to travel to an institute or learning center. Student may learn from the comfort of his/her home and on their own device.



Access to Recorded Sessions – Subsequent to the live synchronous classes, participants can access the recorded sessions for review and revision as and when needed.



Financing Options – Speak to our academic counsellors to know more about the loan and financing options offered by multiple Finance Partners.

Eligibility

- For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- Diploma Holders (10+3) will be considered on a case to case basis subject to having a minimum of 10 Years of work experience in a supervisory role at the time of applying for this programme.
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country.
- Minimum of 3 years overall experience in Marketing, Sales or Brand Management or at least 5 years of work experience in business enterprises in a managerial position.

Who Should Attend?

- Marketing professionals looking to update their skills with the latest marketing trends and techniques.
- Business owners and Entrepreneurs aiming to build and manage their brand effectively in a competitive market.
- Brand managers responsible for maintaining and enhancing brand value who seek to learn more about new-age consumer engagement and retention strategies.
- Leaders who want to become more knowledgeable about effective marketing and brand management strategies.
- Professionals who have recently taken on a marketing role or aspire for a career in marketing and/or brand management and wish to gain a deeper understanding of the domain.



Syllabus

➤ Marketing Management

➤ Retail Markets and Consumer Buying Behaviour

➤ Business Markets and Business Buyer Behaviour

➤ Market Research & Competition Analysis

➤ Segmentation and Targeting

➤ Pricing Strategies

➤ Marketing Channels

➤ Product and Marketing Strategy

➤ Digital Marketing

- Paid Marketing
- SEO and Content Marketing
- Social Media
- Video and Mobile
- RoI

➤ Brand Management

- What is Brand Management
- Importance of Brand Management
- How Does Brand Management Work?
- Brand Management Strategies
- Brand Portfolio Management

➤ Key Elements of Brand Management

- Brand Recognition
- Brand Equity
- Brand Loyalty

➤ Brands and Consumers

- Customer Perception of Brands
- Brand Image
- Brand Identity
- Brand Personality

➤ Brand Positioning

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

➤ Digital Brand Management

- Digital Brand Strategy
- Managing Digital Assets and Media
- Brand Communications Across Platforms

➤ Brand Metrics

- Key Brand Metrics
- Measuring and Analyzing Brand Metrics
- Calculating Brand Rol

➤ Emerging and Popular Trends in Branding

- Leveraging Social Media
- Anticipatory Brand Positioning
- Experiential Branding
- Purpose Driven Branding
- Gamified & Outcome Based Branding
- Sustainable Branding
- Branding through Digital Innovations (AR/VR)

➤ Integrated Marketing Communications



In-Campus Immersion

The dates for the 2 day In Campus immersion session to be held at IIM Kozhikode will be communicated in due course. Attendance to the in-campus module is MANDATORY for all participants. The in-campus modules are subjected to the conditions that prevail at the point of time. These conditions pertain to the Pandemic or other unavoidable reasons. In case the in-campus immersion cannot be held due to some unavoidable compulsions, adequate alternate options will be made available via online sessions.

Program Fees

Total Programme Fees -

INR 2,45,000 + Tax / USD 4800

Installment Schedule

Instalment 1	Rs.50000 + Tax / USD 1000	At time of Registration
Instalment 2	Rs.45000 + Tax / USD 800	By 19 December 2024
Instalment 3	Rs.50000 + Tax / USD 1000	By 20 March 2025
Instalment 4	Rs.50000 + Tax / USD 1000	By 20 June 2025
Instalment 5	Rs.50000 + Tax / USD 1000	By 20 September 2025

Pedagogy

The course participants will engage in a vibrant mix of lectures, workshops, and real-world case studies. The participants connect with a professional network, fostering relationships beyond the classroom. IIM Kozhikode faculty, celebrated for their academic and industry expertise, will guide, challenge, and inspire throughout the journey.

Upon completion, the participants will emerge with a certificate from one of India's premier business schools and a profound understanding of marketing and branding techniques pertinent to new age businesses.

All enrolled students will also be provided access to Veranda's Cloud LMS through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to reach out to the professors, real time during the class or offline via the Cloud LMS to raise questions and clear doubts.



Programme Directors



Dr. Sreejesh S

Ph.D, M.Phil, MBA, MA (Economics)

Dr. Sreejesh S is currently working as Assistant Professor of Marketing Management Area at Indian Institute of Management Kozhikode, Kerala, India. His main research interests include brand management, services marketing, online marketing & advertising. His publications have appeared in the leading journals of marketing, such as European Journal of Marketing, Industrial Marketing Management, Computers in Human Behavior, Journal of Travel and Tourism Marketing, Marketing Intelligence and Planning, International Journal of Contemporary Hospitality Management, Internet Research, etc. In addition to the chapter contributions in books and case study developments, he has also authored books of international repute with Pearson India and Springer International.



Dr. Omkumar Krishnan

Ph.D (IIT Bombay), M.Phil, M.A

Dr. Omkumar Krishnan is Professor of Marketing Management at IIM Kozhikode. A PhD and MPhil from IIT, Bombay, he had earlier worked with Drishti and Lowe Lintas, Bombay. He takes courses on consumer behaviour, marketing of services, hospitality and tourism marketing, etc. As a visiting faculty member, he teaches at IIM Amritsar, IIM Sirmour, and Chonnam National University, South Korea. Omkumar is a member of the Board of Studies for government and private business schools including the newly formed Kerala Digital University and serves as a panel member for faculty recruitments at IITs and IIMs. He publishes journal articles and regularly presents research papers at international conferences. At IIMK, he organizes MDPs and FDPs and is also a consultant for Kerala Govt, TEQIP institutes, MILMA, and Premium Transmission Limited Pune. His latest book was released this year, Emerging Work Trends in Urban India. Currently Omkumar is associated as a panel consultant with World Bank on a development project. He has visited more than 30 countries as part of his academic requirements and leisure ventures.

Assessment

Evaluation methodology is the discretion of the faculty. A minimum of 75% attendance to the sessions (live as well as on-campus modules) is a prerequisite for the successful completion of this program.

During the course, there will be periodic evaluations in the form of quiz, class assignments, project, case analysis, or any other objective/subjective assessment decided by the instructor during the class hours. Hence, the participants are expected to complete the given evaluation components on time successfully. IIM Kozhikode will award the course completion certification to those who complete the assessment components successfully along with the attendance criteria. The main objective of assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organizational decision scenarios.

The participants will have to secure the minimum pass marks in the respective evaluation components. Participants who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation certificate.



Certificate

Evaluation methodology is the discretion of the faculty. A minimum of 75% attendance to the sessions (live as well as on-campus modules) is a prerequisite for the successful completion of this program.

During the course, there will be periodic evaluations in the form of quiz, class assignments, project, case analysis, or any other objective/subjective assessment decided by the instructor during the class hours. Hence, the participants are expected to complete the given evaluation components on time successfully. IIM Kozhikode will award the course completion certification to those who complete the assessment components successfully along with the attendance criteria. The main objective of assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organizational decision scenarios.

The participants will have to secure the minimum pass marks in the respective evaluation components. Participants who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation certificate.



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

eMDP
Professional Certificate Programme

This is to certify that

Jane Doe

has participated and successfully completed
eMDP in Professional Certificate Program in Marketing and
Brand Management for New Age Businesses

December 2024 - November 2025

Programme Facilitator
XXXXXX XXXXX

Chairperson MDP
XXXXXX XXXXX

Director
XXXXXX XXXXX

About the Institute

Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering a wide range of academic programmes in the field of management education. These include the Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic programmes such as the one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme and the Indian Business Museum. IIMK IS RANKED 3RD AS PER NIRF INDIA RANKINGS 2023: MANAGEMENT. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in the QS World University Rankings. The institute has leapfrogged 100 spots to be placed in the Top 151-200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. IIM Kozhikode is also globally accredited by EQUIS (EFMD) and AMBA (UK) and is on the verge of a triple-accreditation crown.

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top-80 open-enrolment executive program providers globally for the year 2024. The feat has further consolidated the 28 year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered in global top-100 at Rank #77 for FT Masters in Management (MIM) 2023 Rankings, for its full time MBA programme. IIM Kozhikode has successfully delivered close to 1300 MDP programmes over the past two decades, training more than 41,000 participants from 150+ organisations, which also includes several Fortune 500 companies in the process.



#4

72 Globally | Rank #4 in India
Financial Times, Open
Enrolment Rankings 2023

#3

NIRF India
Rankings 2023,
Management

#2

India's Best B-School
The Week- Hansa
Research Survey 2023



FOR MORE DETAILS

Visit: verandahighered.com

Email: admissions@verandahighered.com

Call: +91 981 024 1746