



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



Strategic Brand and Marketing Communications: From Meaning to Impact

August 07 – 10, 2026

January 08 – 11, 2027

Programme Overview



This program integrates semiotics and cultural meaning-making with strategic brand and marketing communications, enabling participants to design campaigns that are culturally resonant and market-effective. It also introduces the role of AI in audience insights, creative development, and media optimization, while critically examining its limits in capturing cultural nuance.

The programme follows a structured framework for strategic brand communication: Meaning -> Audience -> Message -> Market Impact

It equips participants to move from execution to strategic thinking in brand communication in culturally complex, digitally evolving markets.

Programme Objectives:

To equip participants to design strategically grounded brand communication by integrating meaning-making, STP (Segmentation, Targeting, Positioning), and execution across media and platforms.

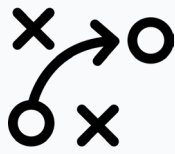
Key differentiating points of this programme are as follows:

- Integration of semiotics with marketing strategy
- Visual and cultural meaning-making in branding
- Strong focus on consumer interpretation
- STP as a communication design tool
- Indian and emerging market context
- Balance of theory, application, and industry insights

Learning Outcomes:

01

Understand brand building beyond tactical communication



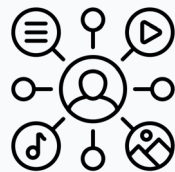
02

Decode cultural, visual, and symbolic meaning in brand communication



03

Apply STP as a communication design tool



04

Design integrated marketing communication strategies



05

Translate consumer insights into a creative strategy



06

Optimize media and digital channels



07

Evaluate campaign effectiveness and cultural fit



Programme themes and Coverage:

Day 1:

Module 1: Brands as Meaning Systems

Module 2: Strategic Audience Design: Applying STP to Align Cultural Meaning with Target Segments

Day 2:

Module 3: Consumer Interpretation

Module 4: Translating Meaning into Creative Strategy

Day 3:

Module 5: Media & Channel Strategy

Module 6: Industry Integration: From Insight to Execution (Guest Speaker)

Day 4:

Capstone – Designing a Strategic Communication Plan

Participants Profile:

This programme is designed for professionals involved in building, managing, or repositioning brands.

- Early to mid-career marketing professionals working in branding, marketing communication, brand management, brand strategy, public relations, and advertising agencies.
- Senior leaders in marketing and brand management departments in companies who want to explore the branding and communication value chain.
- Founders/entrepreneurs who want to build their own brand for their organization/product, and use various communication tools for their message and vision.
- Professionals transitioning into marketing roles.

Pedagogy:

- Case discussions (Indian & global)
- Campaign analysis (videos, images, digital content)
- Group exercises
- Capstone project
- Industry interaction

Key Takeaways:

Participants will leave with:

- A structured framework for brand communication
- Ability to design culturally resonant campaigns
- A ready-to-present communication plan
- Practical use of AI in marketing communication
- Ability to make strategic decisions under real-world constraints



Programme Facilitator:



Prof. Ekta Srivastava
(Marketing)

Expertise in: Brand Communications, Advertising, Consumer Insights



Prof. Anisa Bhutia
(Humanities & Liberal Arts in Management)

Expertise in: Semiotics, Visual Culture, and Ethnographic Approaches.

PROGRAMME FEE

₹100000

Residential

₹90000

Non-Residential

Discount will be available for IIMK Alumni & Corporate nominations (in group)



Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



Management Development Programme

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