



# PRODUCT AND BRAND MANAGEMENT

## **PROF. VINAY SHARMA**

Department of Management Studies  
IIT Roorkee

**PRE-REQUISITE** : 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 is a Professor with the Department of Management Studies and a Joint Professor with Department of Design at Indian Institute of Technology (IIT) Roorkee, a 175 Years globally known Institution. He has around 28 years of Experience, in the areas of Marketing, Integrated Marketing Communication, Product and Brand Management, Innovation and Design Thinking, Business Opportunity Development, Market Development, Brand Development; IT enabled Services, Spiritual Orientation for Market Prosperity Development, Forest Bio residue-based Energy and Teaching for past Twenty years.

His book publications include 'Stop Predicting - Revisit Life: Lessons from Covid 19', published by Bloomsbury India and released globally, 'Masters Speak; Management Education in India', published by Bloomsbury India and 'Affordability for the Poor and Profitability for the Provider' wherein he has designed and proposed a specialized model acknowledged at various platforms. He has guided 12 PhDs, and a Post-Doctoral Research and 8 PhDs are being pursued. He has considerable experience of working with various organizations in the fields of Media, Information Technology and Social Development along with having worked with one of the largest read newspapers. Vinay Sharma has been teaching Marketing, Strategy and the allied subjects, at various prestigious institutions. He has contributed an Appendix on Rural Marketing in the 13th edition of Philip Kotler's Principles of Marketing.

He has published and presented around 85 papers, Chaired sessions at National and International platforms, developed and published 16 case studies based on primary research and has conducted more than 100 workshops, seminars, FDPs and MDPs also for CEOs and MDs along with senior executives. He is a member of the Editorial Board of several prestigious journals and is also a member of academic and advisory councils and Board of Management of prestigious institutions and bodies. He has also been a working group member of Ganga River Basin Environment Management Plan, a Pan IIT project.

The present course titled "Innovation, Business Models and Entrepreneurship" has been running for several years with around 30,000 registrations in total.

### **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