



# PRODUCT AND BRAND MANAGEMENT

## **PROF. VINAY SHARMA**

Department of Management  
IIT Roorkee

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

**PREREQUISITES:** Basic understanding of Fundamentals of Marketing will be beneficial

**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 176 Years globally known Institution. He has around 30 years of Experience, in the areas of Strategic Management, Business Opportunity Development, Market Development, Marketing, Integrated Marketing Communication, Product and Brand Management, Innovation and Design Thinking, Brand Development; IT enabled Services, Spiritual Orientation for Market Prosperity Development, Forest Bio residue-based Energy as a practitioner and Teaching for past Twenty years.

One of his recent PhD projects, wherein he guided an IFS officer for developing a forest bio-residue briquetting machine to develop a value chain for household energy generation for the forest users of North-West-Himalayan region is in the phase of implementation and has been considered as a success story by NMHS (the project funding organization).

His book publications include 'Stop Predicting-Revisit Life: Lessons from COVID-19 and 'Masters Speak on 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 14 PhDs, and One Post-Doctoral Research and 9 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 Strategy, Marketing 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 was an associate and a member of the founding group of the Network of Asia Pacific Schools and Institutes of Public Administration, and Governance constituted by Asian Development Bank in December 2004. He has published and presented around 105 papers, Chaired sessions at National and International platforms, developed and published 16 case studies based on primary research and has conducted more than 200 workshops, seminars, FDPs and MDPs for CEOs and MDs along with senior executives. He is a member of the Editorial Board of several prestigious journals and is also the 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.

He has Four courses floating on NPTEL platform, wherein, "Innovation in Marketing and Marketing of Innovation", "Integrated Marketing Communication" and "Product and Brand Management" have been received well and a joint course titled "Innovation, Business Models and Entrepreneurship" has been running for several years with around 50,000 registrations in totality.

### **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 LoyaltyA

**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