



Indian Institute of Management
Lucknow (IIM Lucknow)

Executive Programme in Brand Management

Type

Executive Program

Mode

Online

Duration

11 Months

Total fees

₹ 240,000

Indian Institute of Management Lucknow (IIM Lucknow)

The Indian Institute of Management Lucknow stands as a centre of academic excellence that nurtures ambition, builds capability, and empowers professionals seeking advanced education across managerial and digital domains. Its Executive Education Programmes are thoughtfully designed to deliver a world-class, inclusive, and future-ready learning experience for working executives from diverse organisational and industry backgrounds. The Executive Education platform is aimed at broadening perspectives while strengthening managerial, professional, and technological capabilities of working professionals across the globe. Guided by a global vision, IIM Lucknow remains committed to delivering world-class executive education across disciplines, equipping professionals with strategic tools that enhance leadership effectiveness and elevate their professional journeys.

Executive Programme in Brand Management

Highlights

- ◆ Experience executive learning from IIM Lucknow, a Triple Crown-accredited and top-ranked management institution.
- ◆ Build capabilities across consumer insight, positioning, brand building, communication, growth and business value creation.
- ◆ Understand how AI and analytics are transforming brand strategy, advertising, consumer intelligence and optimisation.
- ◆ Explore e-commerce, marketplaces, quick commerce, omnichannel strategy and digital-first brand growth.
- ◆ Understand how brand decisions influence customer value, unit economics, financial performance and sustainable scale.

Learning outcomes

- ◆ Be better prepared to move beyond campaign execution and contribute to brand, category and business-level decisions.
- ◆ Build a broader understanding that supports collaboration across marketing, product, sales, digital, finance and operations.
- ◆ Develop the perspective to work across positioning, communication, customer experience, digital channels and growth rather than operating in one narrow function.
- ◆ Assess brand and marketing choices not only for visibility or engagement, but also for customer value, margins, profitability and business impact.
- ◆ Be better equipped to work in environments where e-commerce, marketplaces, quick commerce, CRM and omnichannel journeys shape brand growth.

Eligibility Criteria

Any Graduate (10+2+3)

Diploma Holder (10+2+3)

Postgraduate

Note: Selection will be based on the candidate's background and experience.

Curriculum Overview

Marketing Foundations And Consumer Insights (9 subjects)

- ◆ Principles Of Modern Marketing & Value Creation ◆ Product-Market Fit Thinking & Opportunity Assessment
- ◆ Digital Consumer Psychology & Decision Journeys ◆ Foundations Of Brand Building & Brand Equity
- ◆ Segmentation ◆ Brand Positioning & Storytelling
- ◆ Targeting & Positioning In The Digital Age ◆ Branding And Communications
- ◆ Value Proposition Design & Category Strategy



Curriculum Overview (continued)

Brand Identity, Visual Language & Experience (7 subjects)

- ◆ Brand Identity & Visual Language & Experience
- ◆ Product Innovation & NPD & Brand Extension Strategy
- ◆ Packaging & Experience As Brand Signals
- ◆ Integrated Communication Strategy
- ◆ Sustainable Branding & ESG Strategy
- ◆ Social Media & Influencer Branding
- ◆ Practitioner's Masterclass 1

E-Commerce & Digital Platforms (13 subjects)

- ◆ E-Commerce Business Models & Platform Economics
- ◆ Customer Journey
- ◆ Conversion Funnels & Experience Design
- ◆ Marketplace Strategy & Category/Merchandising Decisions
- ◆ Inventory
- ◆ Demand Forecasting & Operations Planning
- ◆ Go-To-Market Strategy For Digital-First Brands
- ◆ Fundamentals Of Quick Commerce
- ◆ Supply Chain & Fulfillment Strategy
- ◆ Retail Omnichannel Strategy
- ◆ Service Promise
- ◆ Delivery Experience & Post-Purchase Communication
- ◆ Practitioner's Masterclass 2



Curriculum Overview (continued)

Growth Engines – Performance Marketing, CRM & Customer Economics (6 subjects)

- ◆ Performance Marketing Strategy
- ◆ AI-Driven Brand Management & Strategy
- ◆ AI-Driven Advertising Attribution & Optimization
- ◆ Customer Lifecycle Management & Retention Strategy
- ◆ Startup Branding
- ◆ Practitioner's Masterclass 3

Integrated Operations – Financial Strategy, Omnichannel Scale-Up & Leadership (12 subjects)

- ◆ Unit Economics: Margin
- ◆ Profitability & Customer Value
- ◆ Budgeting
- ◆ Financial Planning & Scenario Modelling
- ◆ Fundraising
- ◆ Investor Metrics & Valuation Narratives
- ◆ Scaling Challenges
- ◆ Governance & Operating Models
- ◆ Cross-Functional Integration: Marketing
- ◆ Operations
- ◆ Finance & Technology
- ◆ Practitioner's Masterclass 4

Fee Structure

Fee heads	Amount
Programme Fee	₹ 240,000
Total	₹ 240,000