



भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi

Build Iconic Brands.
Lead with Strategy.



Executive Programme in
**Brand
Management**



Programme by CEP, IIT Delhi



Batch
04

Programme offered by Continuing Education Programme (CEP), IIT Delhi



The Future of Business is Brand-Led



As businesses worldwide compete for consumer attention in a digital-first marketplace, brand management is emerging as the cornerstone of customer trust, loyalty, and long-term business growth.



Branding Agencies Market Outlook

- The global Branding Agencies Market is valued at **USD 53.1 Billion in 2024** and is projected to reach **USD 90.27 Billion by 2033**, growing at a CAGR of 6.2%.

*Business Research Insights

Brand Management Solutions Market Outlook

- The Brand Management Solutions Market is set to expand from **USD 5.2 Billion in 2024** to **USD 12.4 Billion by 2033**, registering a CAGR of 10.2%.

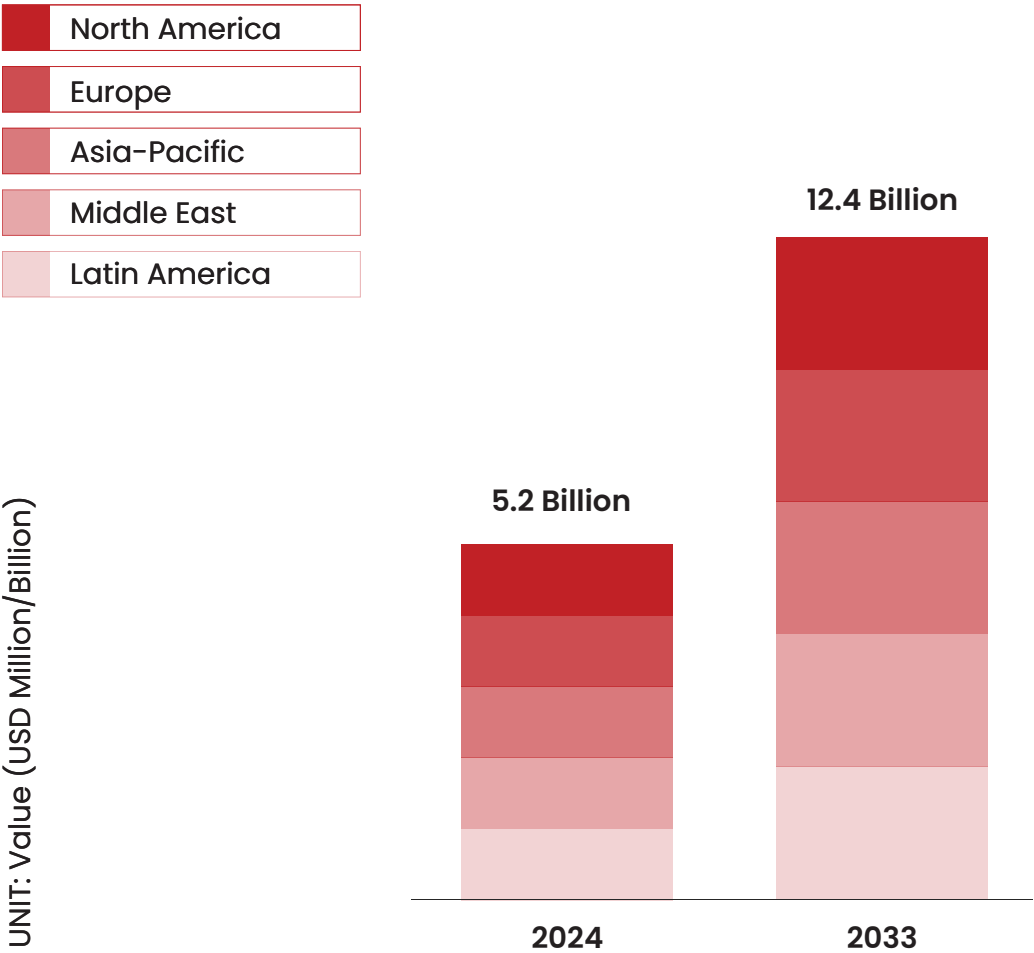
*Verified Market Reports



The Future of Business is Brand-Led



Global Brand Management Solutions Market Size and Scope



10.2%
CAGR from 2026 to 2033

The Global Brand Management Solutions Market size was valued at 5.2 Billion USD in 2024 and is projected to reach 12.4 Billion USD by 2033

Career Trajectory: Open Doors to Diverse Job Profiles



**Chief Marketing
Officer (CMO)**

**Vice President (VP)
Brand / Marketing**

Brand Director

**Group / Category
Brand Manager**

**Senior
Brand Manager**

Brand Manager

Team Lead

Brand Executive



Programme Overview



The Executive Certificate Programme in Brand Management by CEP, IIT Delhi is designed to help professionals master the art and science of building strong, impactful brands. Delivered by IIT Delhi faculty and seasoned industry experts through live online sessions, the programme offers an immersive and industry-oriented learning experience.

The curriculum blends lectures, tutorials, real-world case studies, discussions, and projects to provide participants with practical insights and hands-on exposure to contemporary branding challenges.

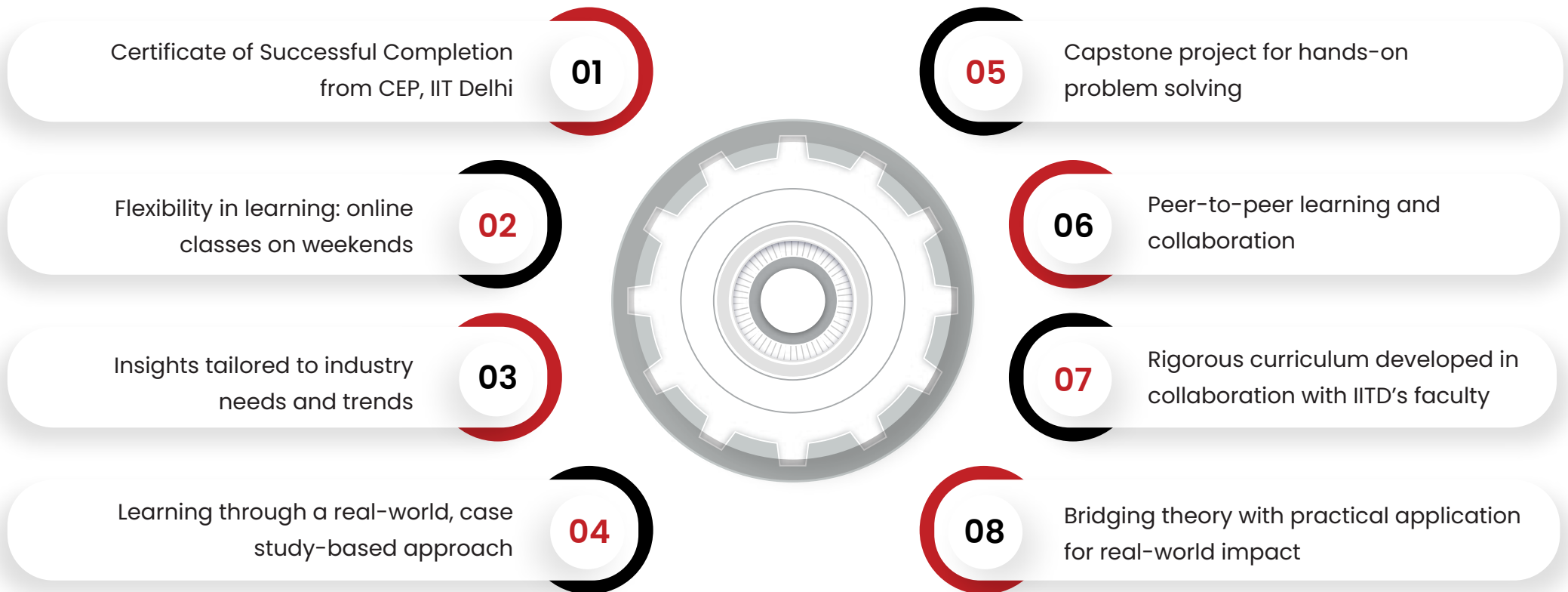
By equipping learners with core concepts, frameworks, and applied strategies of brand management, the programme prepares them to analyse diverse business contexts and craft brand strategies that leverage both organisational strengths and market opportunities.

Participants who successfully complete the programme will gain a competitive edge in careers spanning marketing, product management, retailing, and entrepreneurship. The course also empowers academicians to enrich their teaching and research with practical perspectives on branding.

Programme offered by Continuing Education Programme (CEP), **IIT Delhi**



Programme Highlights



Learning Outcomes



- **Core Branding Concepts:**
Understand brand evolution, fundamentals, and emerging trends in India and globally.
- **Strategic Brand Management:**
Create, analyze, and implement brand strategies to build strong brand equity.
- **Consumer Insights & Segmentation:**
Master consumer behavior and segmentation to target the right audience.
- **Integrated Brand Communication:**
Explore PR, visual merchandising, experiential marketing, and integrated campaigns for impactful messaging.
- **Brand Innovation & Product Lifecycle:**
Learn techniques for innovation, product development, and sustaining brands across their lifecycle.
- **Luxury & Global Branding:**
Gain insights into luxury branding and building multinational brand portfolios.
- **Digital & AI-Driven Branding:**
Leverage digital channels, social media, and AI tools to enhance brand visibility and engagement.
- **Brand Leadership & Organizational Culture:**
Develop skills to drive brand advocacy internally and externally, integrating culture and leadership.
- **Practical Application via Capstone Project:**
Apply learnings to a real-world industry project to create a complete brand framework.
- **Career-Ready Skills:**
Acquire actionable knowledge to solve real-life branding challenges and enhance career prospects in marketing, brand management, or entrepreneurship.

Who Should Attend?



- Early to mid-career professionals working in branding, marketing communication, brand management, brand strategy, public relations, PR agencies, or advertising agencies.
- Digital marketing professionals seeking a career change.
- Senior leaders in marketing and brand management departments who wish to explore the branding and communication value chain.
- Individuals from diverse professional backgrounds aiming to transition into and advance their careers in branding.
- Founders and entrepreneurs looking to establish their own organisations, develop strategic brand management for their products or companies, and leverage PR to communicate their vision and message.



Programme Content



01 Introduction to Branding

- Evolution and Concepts
- Emerging Trends in Branding

02 Brand Management Framework Components

- Overview of Inputs and Outputs
- Understanding Brand Positioning and Brand Equity
- Analysing Brands Through the Framework

03 Consumer Behaviour and Marketing Warfare Strategies for Branding

- Understanding Consumer Behaviour and Segmentation Strategies
- Strategic Square

04 Brand Communication

- Visual Merchandising
- Integrated Marketing Communication
- PR Strategy and Stakeholder Engagement
- Experiential and Event Marketing

05 Branding Challenges

- Potential Pitfalls in Branding a Product
- Bottlenecks and Critical Decision Points
- Sustaining Brands

06 Brand Innovation and New Product Development

- Brand Innovations at Different Stages of the Product Lifecycle

07 Strategic Brand Management

- Branding Strategies

08 Brand Repositioning

- Evaluating Brand Positioning
- Strategies to Reposition a Brand

09 Luxury Brand Management

- Overview of Luxury Brands and Their Perceived Value
- Branding Strategies in the Luxury Industry

10 Global Branding

- Building Multi-National Brands
- Global Branding Strategies
- Global Brand Portfolio

11 Digital Branding – Concept Introduction

- Leveraging Digital Channels for Brand Building
- Overview of Digital Marketing Tools
- AI-Driven Branding and Predictive Analytics Overview

12 Brand Management Framework

- Developing a Brand Using the Brand Management Framework

13 Brand Hierarchies and Portfolios

- Defining Hierarchy of Brands
- Product and Brand Portfolios

14 Brand Associations

- Understanding Brand Classification
- Brand Molecule

15 Brand Leadership and Organisational Culture

- Strategies for Brand Leadership and Growth Sustainability
- Community Building and Brand Advocacy
- Internal Marketing and Integration of Organisational Culture with the Brand

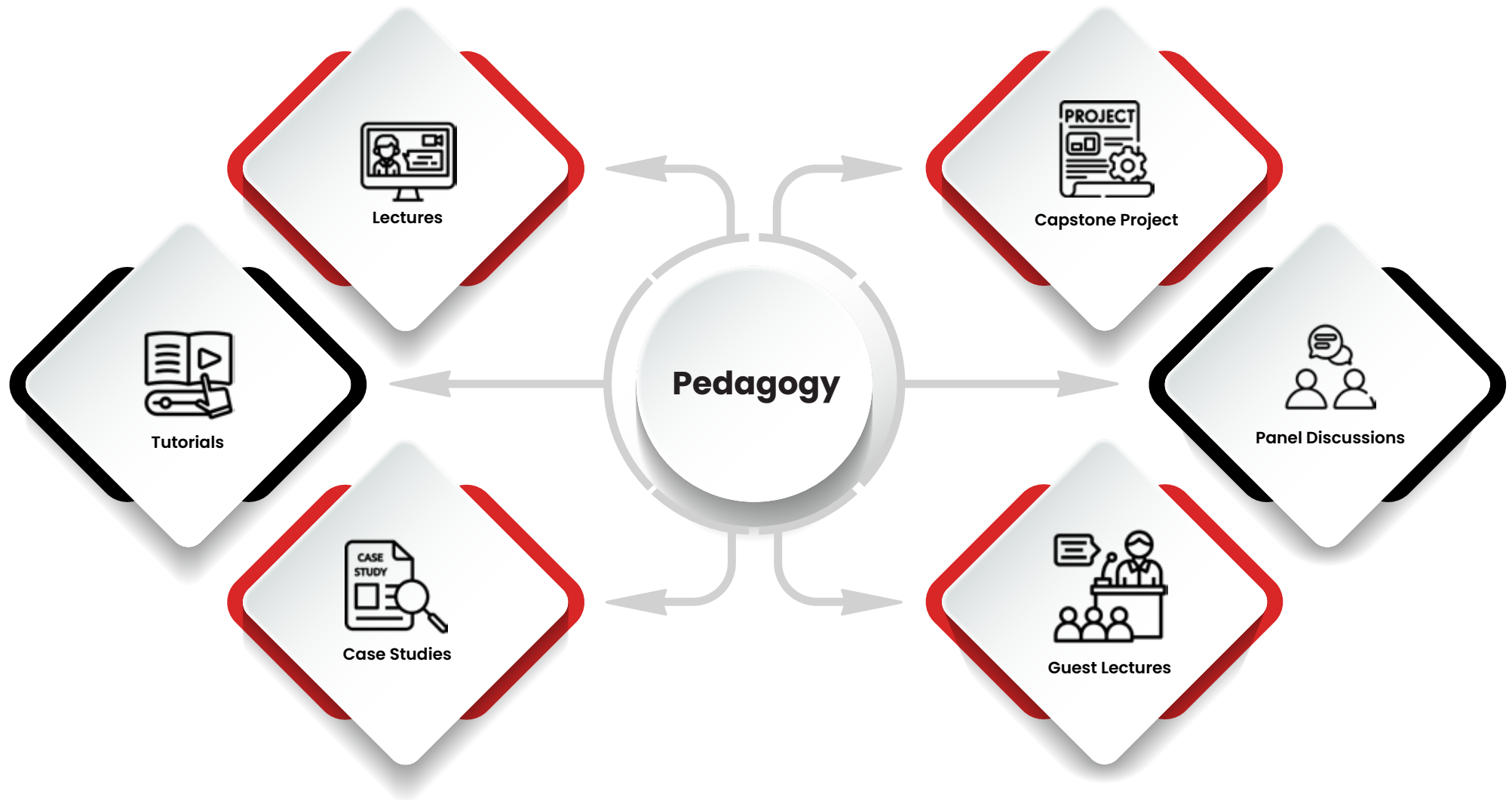
Capstone Project

- Synthesis of Programme Learnings into a Brand
- Building Capstone Project

Note: This is an indicative list of course topics and is subject to change as per IIT Delhi's discretion.



Pedagogy



Programme Details



Duration	6 Months
Mode of Engagement	Live Online
Session Timings	Sunday, 10:30 AM to 12:30 PM
Application Closure Date	29 th November 2025
Commencement Date	25 th January 2026
Eligibility Criteria	Graduates (10+2+3) from a recognised university (UGC/AICTE DEC/AIU/State Government/recognised international universities) in any discipline.
Screening & Selection	Screening and selection will be done by IIT Delhi.
Assessment Criteria	Assessment will be based on Capstone Project (100%)
Attendance	A minimum attendance of 70% is mandatory.

Note: Admission to this limited intake will be granted on a first-come, first-serve basis for eligible applicants.

Programme offered by Continuing Education Programme (CEP), **IIT Delhi**



Programme Fee Details



Fee Structure

Application Fee: INR 1,000/- + GST
(non-refundable and non-transferable)*

Total Programme Fee*
(Excluding Application Fee)

INR 1,20,000/- + 18% GST

Instalment Pattern

Instalment 1

INR 80,000/- + 18% GST*
(Within 3 days of the release of the offer letter)

Instalment 2

INR 40,000/- + 18% GST*
(20th January 2026)

Easy EMI Options Available*

- Loan Options is a service offered by Jaro Education. IIT Delhi is not responsible for the same.
- Payment of fees should be submitted to the IIT Delhi CEP account only. The receipt will be issued by the IIT Delhi CEP accounts team and can be downloaded from the CEP Portal.
- The application fee of INR 1,000/- + 18% GST is non-refundable and non-transferable. This fee is in addition to the programme fee and will not be adjusted against the total programme fee.

Withdrawal & Refund from Programme

- Candidates can withdraw within 15 days from the programme start date. A total of 80% of the total fee received will be refunded. However, the applicable tax amount paid will not be refunded on the paid amount.
- Candidates withdrawing after 15 days from the start of the programme session will not be eligible for any refund.
- If you wish to withdraw from the programme, you must email cepaccounts@admin.iitd.ac.in and crm.supportiitd@jaro.in, stating your intent to withdraw. The refund, if applicable, will be processed within 30 working days from the date of receiving the withdrawal request.

Disclaimer

- Certificate Programmes under CEP, IIT Delhi, do not provide any placement support or alumni status.

Programme offered by Continuing Education Programme (CEP), **IIT Delhi**

Programme Certification



- Certificate of Completion – Minimum 70% Attendance and Successful Completion of the Capstone Project.
- Certificate of Participation – Minimum 70% Attendance, but unable to complete the Capstone Project.



- The above e-certificate is for illustrative purposes only, and the format of the certificate may be changed at the discretion of IIT Delhi.
- The organising department for this programme is the Department of Management Studies.
- Only an e-certificate will be provided, and it will be issued by CEP, IIT Delhi.



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Programme Coordinator



Prof. Mahim Sagar

Professor and Former Head, Department of Management Studies
IIT Delhi

The recipient of the prestigious Teaching Excellence Award from IIT Delhi, Prof. Sagar's areas of interest include consumer-based and community-driven marketing and branding. His research, published in leading international and national journals, has focused on multiple domains such as marketing and branding of IT, telecom, health, FMCG, and public goods/services, as well as the challenges and decision dilemmas faced by marketing managers, employing both inductive and deductive research methodologies.

Funded by renowned national and international organisations, including the Bill and Melinda Gates Foundation, Global System for Mobile Communications Association, Ministry of Human Resource Development, and World Bank, among others, his research projects have generated significant social impact. Prof. Sagar has conducted numerous training programmes in marketing, branding, business models, and strategic initiatives.

He serves as the Area Chair of Telecom Management and as Associate Faculty at the Bharti School of Telecom Technology & Management at IIT Delhi. He has supervised PhD scholars across various areas and taught MBA, M.Tech, M.S., and B.Tech students at IIT Delhi and other leading institutes in India.

Voices of Transformation



Hear from professionals who transformed their careers through the Executive Programme in Brand Management at CEP, IIT Delhi.



Mr. Nawal Minj

Associate Vice President,
The Crayons Network

I am deeply grateful to IIT Delhi for its invaluable support in my journey of learning, skill enhancement, and career growth. The programme, guided by esteemed professors and guest lecturers, offered profound insights into marketing and brand dynamics. This transformative experience gave me fresh perspectives and helped unlock my true potential in a field I deeply cherish.



Mr. Gokul K

Digital Marketing Specialist,
Reckonsys Tech Labs

Reflecting on my journey through the Executive Programme in Brand Management at IIT Delhi, I feel truly grateful. The comprehensive curriculum and innovative teaching methods strengthened my understanding of brand strategy and management. The professional development guidance I received further empowered me to showcase my skills with confidence. This enriching experience has prepared me to excel in my field.

Voices of Transformation



Mr. Premanka Ghosh

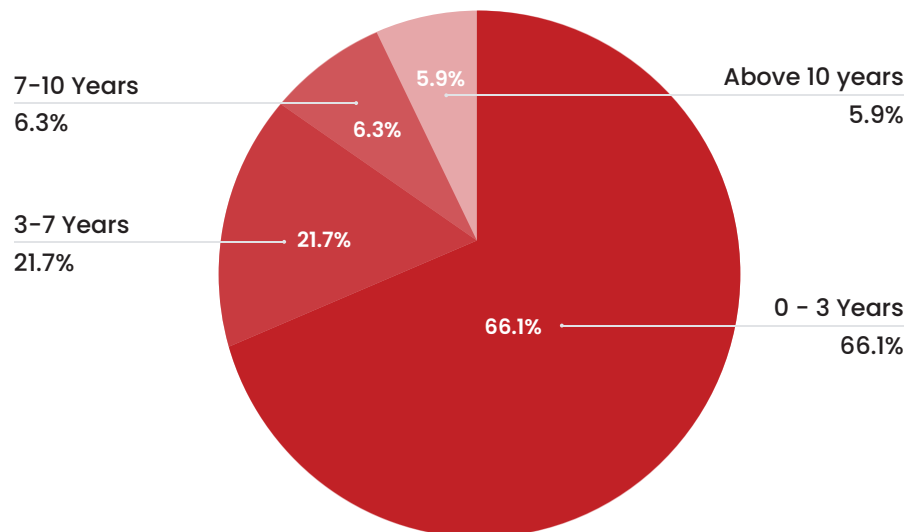
Social Media Manager,
Brandeur Global Pvt. Ltd.

The EPBM by CEP, IIT Delhi was an outstanding learning experience. The faculty addressed my queries effectively and ensured a seamless learning journey. I especially appreciated the well-structured curriculum and the high-quality learning materials. Jaro Education also provided excellent support throughout the programme. I look forward to exploring future learning opportunities with IIT Delhi.



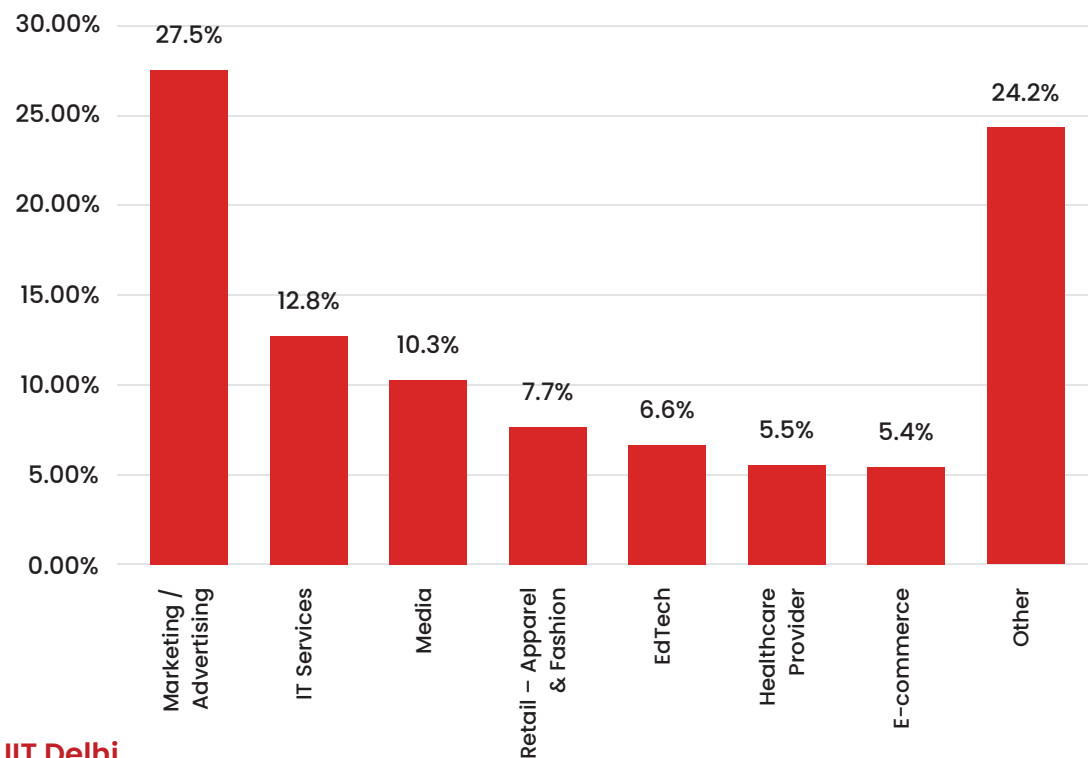
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Participant Snapshot: A Closer Look at Our Latest Cohort's Demographics



Work Experience

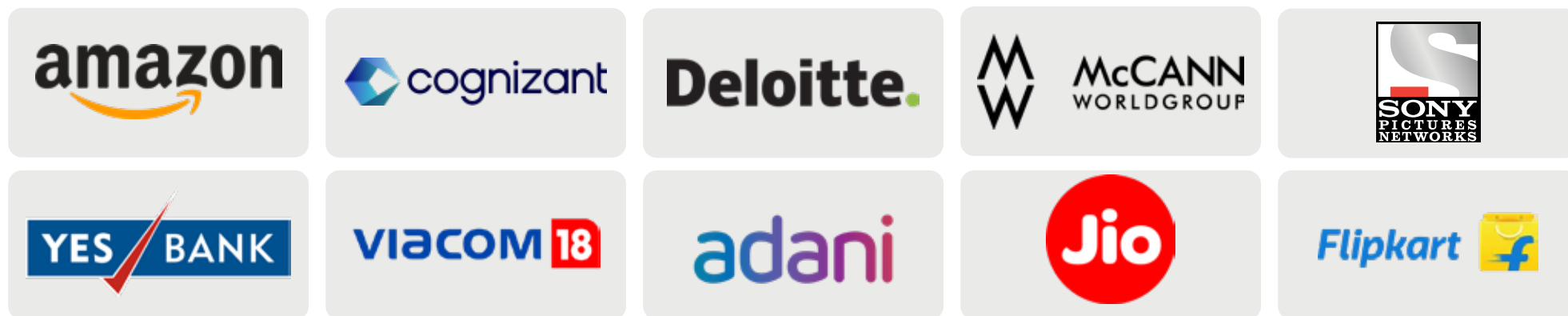
Industry Representation



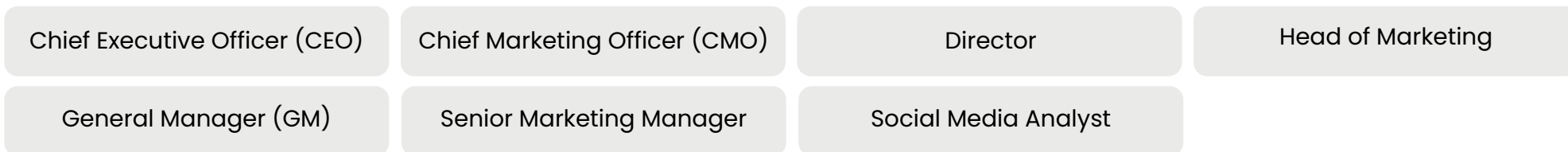
Participant Snapshot: A Closer Look at Our Latest Cohort's Demographics



Top Organizations Represented



Key Roles & Designations



Note:

- Past performance does not guarantee future results.
- All company names are trademarks or registered trademarks of their respective holders. Use of these names does not imply any affiliation with or endorsement by them.
- This is a partial list.

About IIT Delhi



The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the "Institutes of Technology (Amendment) Act, 1963" and was renamed as "Indian Institute of Technology Delhi". It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48000 students have graduated from IIT Delhi in various disciplines, including Engineering, Physical Sciences, Management, Humanities and Social Sciences. Of these, nearly 5070 received Ph.D. degrees. The rest obtained a Master's Degree in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics, or are with NGOs. In doing so, they have significantly contributed to the building of this nation and to industrialization around the world.



in Asian University Rankings
Southern Asia as per QS World University
Rankings (2025) in India



as per NIRF India Rankings (2025)
(Management category)



About Continuing Education Programme (CEP)



Executive education is a vital need for companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs of the technological, business and regulatory landscape. Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organizations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management.



Service Provided by
jaro education



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For any feedback, please write to
CEP, IIT Delhi at contactcep@admin.iitd.ac.in

APPLY NOW

Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

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