

COURSE -1

BRAND AND PRODUCT MANAGEMENT

(COURSERA)

COURSE -2

SOCIAL MEDIA MARKETING AND DIGITAL MEDIA
MARKETING

(UDEMY)

UNDER THE GUIDANCE OF

ASHOK PEEPLIWAL

ASSOCIATE PROFESSOR

(SCHOOL OF PHARMACEUTICAL MANAGEMENT)

BY

KRITY KUMARI

MBA PHARMACEUTICAL MANAGEMENT

(2019-2021)



ACKNOWLEDGEMENT

I take this opportunity with pride and enormous gratitude to thank those who have contributed to the successful completion of course.

First and foremost, let me thank the ALMIGHTY GOD, whose grace has been with me at each & every step.

I would like to express my sincere gratitude to my mentor Mr. ASHOK PEEPLIWAL, ASSOCIATE PROFESSOR SPM IN IIHMR UNIVERSITY for providing mental support and encouragement throughout for the completion of course and also my online course Professor Mr. LUIS RODRIGUEZ BAPTISTA, MARKETING PROFESSOR who taught me every aspects of my course.

I would like to thanks also my entire faculty who came out with this great idea of online course during this pandemic situation which enhances my ability and skill.

Finally I thank and acknowledged my parents and friends for their constant support and love for the successful completion of my online course.

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- Brand architecture & naming
- Building your portfolio
- Equipping & engaging employees to deliver on the brand promise

Introduction



COURSE DESCRIPTION

I have enrolled this course brand and product management from coursera. This course is provided by IE BUSINESS SCHOOL.

This course includes six modules

In module one: learn the concept of launching new products and the challenges of managing the life cycle.

In module two: it's about developing the brand, compelling brand for your product.

In module three: it is about how to communicate your offer in the brand architecture and naming.

In module four: it is about brand portfolio

In module five: it is about translating our brand into compelling customer.

In module six: it is about engaging employees to deliver the brand promise.

OBJECTIVE OF COURSE

- To learn the concept of product life cycle
- To learn how to develop your brand portfolio
- To learn how to grow your product offering

Methodology

Method of learning: online by watching videos

Online platform: coursera

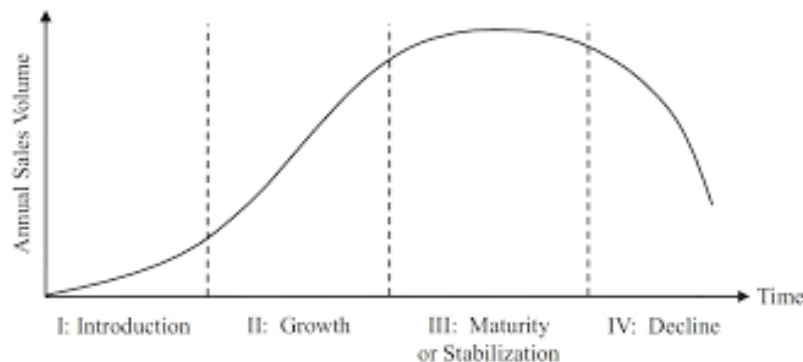
Place: from home

Launching new product

When launching new product one should think of having clarification of which consumer need you are trying to satisfy and what type it is. Secondly, verifying that your essential and the is capable of satisfying that consumer specific need.

Product life cycle:

Products are like human being they are born, grow, reach in maturity and enter in their old age, the declining stage and then they die.



The best way to picture this is through above curve on the x axis we have time and on y axis we have we have demand which expressed in sales volume.

Introductory phase: product life cycle begin with this phase. Bringing new product with unknown risk

Growth phase: growth comes from substitution or new customer coming into your target customer group

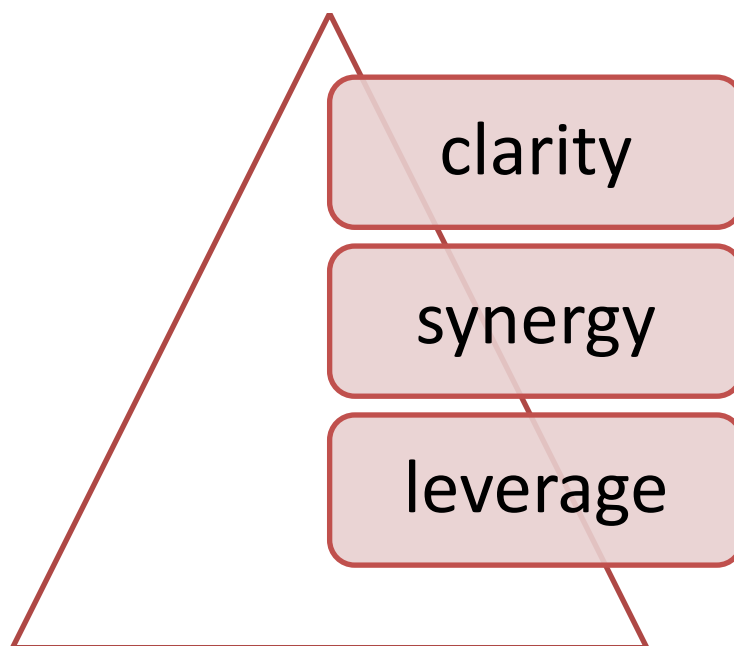
Maturity phase: it shows that sales in peak and then it slow down. This phase could last a long time but there will come a time when demand will begin to disappear and thus we will move to next

phase that is decline phase there are many reason for declining stage. It could be because change in technology or any reason.

Brand architecture and naming

It is the underlying structure and relationship of brand assets in a given portfolio.

It objective to achieve:



The term brand architecture was used for the first time in 1994. Brand architecture describes how consumer perceives the link and relationship between the portfolios.

Building your portfolio

The objective of brand portfolio is to maximize its value by strategically growing, protecting, leveraging and protecting brand to ensure optimal coverage across market.

It allows us to determine the right number of product and brands and thus, rationalize our portfolio.

It determines the right level of investment for each brand.

Create a new platform for growth.

Equipping and engaging employees to deliver on the brand

The best way to aware employees aware of the brand engagement is through internal communication. It also presents a platform for everyone to view the brand as important in achieving the organization success. It helps employees to see themselves as essential part in delivering the brand promises.

Key learning from the course

Able to understand concept of product life cycle

Able to understand to develop and launch new product

Able to understand how to manage brand architecture and portfolio.

COURSE TITLE
SOCIAL MEDIA MARKETING AND DIGITAL
MEDIA MARKETING
(UDEMY)

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CONTENT

- Title page
- Acknowledgement
- Objective
- Methodology
- Understanding social media
- The essence of social media
- Optimizing for success
- Key steps to social media dominance
- Key learning

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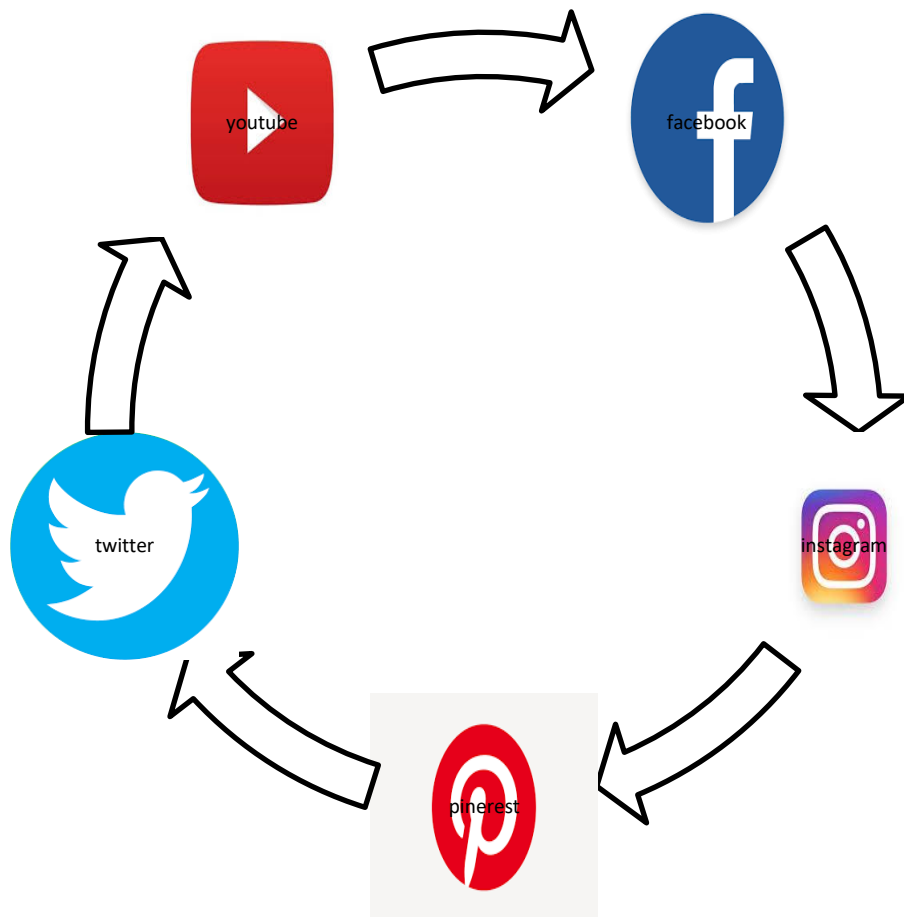
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INTRODUCTION

Digital media marketing is the component of marketing based on digital technologies like computers, mobile phone and other digital media by the use of internet with the help of social media tools.



OBJECTIVE

- To learn the basics of social media
- To learn how to promote product and service

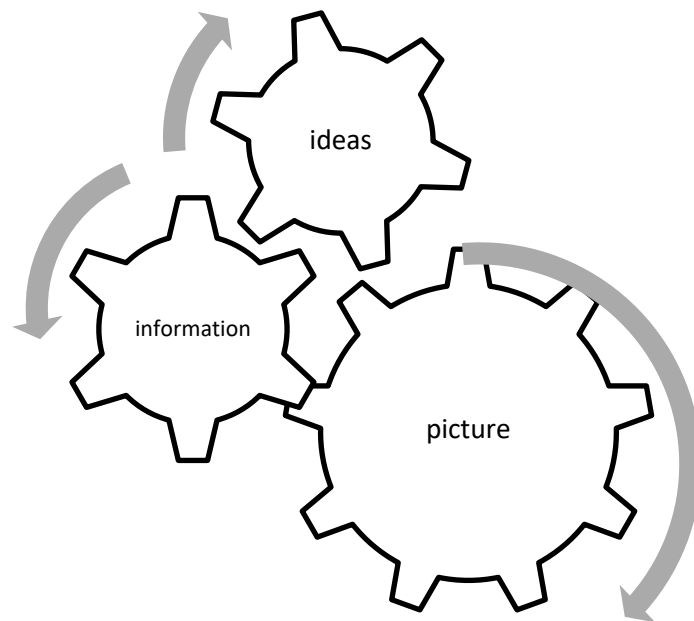
METHODOLOGY

Method of learning: online by watching videos

Online platform: udemy

UNDERSTANDING SOCIAL MEDIA

Social media is a type of platform where we share which we want like



And many more we use social media for promoting our product and service using its popular tools like instagram, Facebook, twitter and YouTube.

It has brighter future one can achieve anything, if a person not able to use technology their business will suffer.

ESSENCE OF SOCIAL MEDIA



You must think of why I put image of car, so I can explain the importance of social media with taking this car as example.

Social media is like a car; imagine social media is one of the components of car. If one part is taken out like steering wheel will car drive answer is no yeah you can push by hand but it's not complete so just like car you need all social media platform like Google, Facebook etc.

It's not about you not follow this platform your business will suffer & you will not succeed, you can with or without but yes one can use this platform for grow their business.

Using social media tools one can show their creativity, imagination.

Facebook is most popular for posting videos, news, advertisement. It is more popular for add which is paid Facebook show you that post that you share most.

Optimizing for success

For optimization for success in social media one should take care of their profile updation your background will clear so other can reach into your account easily like show others that you are investor, freelancer, storyteller and entrepreneur only simply written name in your profile people are not able to reach you and you also not reach to your target audience.

Key learning:

- Understand the concept of social marketing
- Understand how to promote brand using social media marketing tool.