

FACULTY



Raghu Viswanath is the Founder & Chief Vision Holder of Vertebrand. Raghu is responsible for overall stewardship of pre-organization as well as all its strategic initiatives.

Raghu has spent over two decades guiding the fortunes of many of India's best-known brands. Raghu began his entrepreneurial stint way back in 2000 after 10 years of blue-chip Marketing experience that includes Glaxo SmithKline consumer healthcare & TITAN watches.

Raghu is an acclaimed corporate trainer, CFO Coach and a celebrated speaker at reputed brand seminars. He is also a guest faculty at leading Indian & International Management Institutes. He holds a B.Tech from IIT Madras and a PGDM from IIM Calcutta.



Dr. S. Bharadhwaj is currently Dr. Bala V. Balachandran & Vasantha Balachandran Chair Professor of Marketing. Prior to joining Great Lakes, he was a faculty at Department of Management Studies, IIT Madras and Nanyang Business School, Singapore. His main research interests include variety seeking behavior, impulse buying behavior and the effect of other marketing variables and phenomena on these behaviors. His secondary research interests are in search behavior and integrated marketing communications. His work is published in leading journals like Journal of Business Research, Journal of Marketing Management, European Journal of Marketing, Journal of Retailing and Consumer Services, and Journal of International Consumer Marketing. He teaches Marketing Research and Consumer Behaviour.

S. Bharadhwaj holds a Ph.D in Marketing from the Robert Smith School of Business, University of Maryland, College Park, USA. He has an MBA from BIM, Trichy and a BSc. in Chemistry from Vivekananda College, Chennai.



Anustup Datta is responsible for planning and delivery on all consulting projects at Vertebrand, and anchors the strategy development process for all engagements. His 20 years of experience in Brand Marketing, Business Strategy, Brand Valuation and Acquisitions, Market Research and Data Analytics include top brands like Titan and Smithkline Beecham.

Anustup is a guest faculty at many Management Institutes.

Anustup Datta holds a B.Tech in Electronics and Communications Engineering from the Indian Institute of Technology, Madras, and a PGDM from the Indian Institute of Management, Calcutta.

Venue:

Great Lakes Institute of Management,
Dr. Bala V. Balachandar Campus, East Coast Road,
Manamai, Tamil Nadu – 603102

Date:

June 13, 2013 - June 15, 2013

Time:

09:30 AM - 05:30 PM

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For Registrations, please contact: Shriram Bhagavath: +91 98847 08285 | Email: openprograms@greatlakes.edu.in

STRATEGIC BRANDING IN THE NEW MILLENNIUM

Session	Topic of Discussion	Duration
Date	13th June	
1	Opening remarks & Acclimatization	30 mins
2	Defining brand in the new millennium - Tracing the evolution of the world of brand and the challenges that brand owners face today	2 hr
3	Branding that transforms – Present cases of : <ul style="list-style-type: none"> ▪ How right branding interventions have made businesses successful ▪ Branding efforts that have not taken off, and lessons learnt 	2 hr
4	Customer of the new millennium – Define 'Customer' in the digital age using usage, attitude, and decision making models. Derive the customer persona.	3 hr
Date	14th June	
5	Taking stock- Each participant presents one new idea they have learnt in the previous sessions	30 mins
6	Developing a strategic brand identity – Introducing Vertebrand's proprietary brand identity building model	3 hr
7	Industry Experience followed by Q&A	2 hr
8	Case study debriefing	15 mins
Date	15th June	
9	Taking stock- each participant presents one new idea they have learnt in the previous sessions	30 mins
10	Industry Experience followed by Q&A	2 hr
11	Case study Presentation	3 hr
12	Wrapping up- Taking participants Feedback	30 mins

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