



**TKM INSTITUTE
OF MANAGEMENT**

**Management
Development Programme**

BRAND BUILDING

The Mantra of Survival

29th November 2025





TKM INSTITUTE OF MANAGEMENT

TKM Institute of Management (TIM), located at Musaliar Hills, Ezhukone, near Kollam, is one of Kerala's

premier B-schools. For over three decades, TIM has built a distinct reputation in management education through strong

academics, industry linkages, placements, research, and community initiatives. Its MBA program, affiliated with the University of Kerala and approved by AICTE, has earned continuous NBA accreditation for three cycles. TIM has consistently nurtured competent professionals who hold key positions in leading organizations across India and abroad. The institute is one among the eight prestigious institutes coming under the Thangal Kunju Musaliar Trust established in the year 1956.



CENTRE FOR PROFESSIONAL DEVELOPMENT AND CONTINUING STUDIES

The Centre for Professional Development and Continuing Studies at TKM Institute of Management is a vibrant platform for continuous learning, professional excellence,

and industry engagement. It offers Faculty and Management Development Programs on emerging topics for professionals across regions, along with certificate programs delivered independently or through collaborations with centres of excellence. By forging MOUs with institutes and professional bodies, it enables joint initiatives of mutual benefit. Its activities—guest lectures, TIM Talks, seminars, workshops, and applied projects—foster industry interaction, skill enhancement, and networking. With expert guidance and strong partnerships, the Centre empowers professionals to thrive in a dynamic world.

Brief Overview of the Programme

This MDP is aimed to create a better understanding on the significance of building a strong brand in today's highly competitive marketing environment. Today, branding is very important as it not only makes a memorable impression on consumers, but it also allows customers to know what to expect from a company. It is a way of distinguishing one from the competitors, and clarifying one's offer, and makes it the better choice. A brand is the selling point of a product and how consumers perceive it makes a brand successful. This programme throws light on the relevance of brand building for a brand's long term survival.

Programme Objectives

- To have an understanding on how to increase brand awareness through brand building
- To create an idea on brand differentiation
- To understand how to build customer trust and loyalty through brand building
- To create an idea on how to establish brand identity and brand equity
- Ways to enhance brand value in the market

Contents of the Programme

Overview of branding – Brand positioning – Brand differentiation – Brand extensions - Brand personality – Brand equity

Brief Profile of the Resource Person

Dr. Thomas Michael has over 23 years of professional experience which include industry, teaching and academic leadership. He is a Post Graduate in Management from GRD Institute of Management, Coimbatore and a Doctoral Degree holder from Anna University, Chennai. He started his career at Murudeshwar Ceramics Ltd. Hubli and later moved to TVS Logistics Services Ltd., Chennai. His flair towards teaching made entry into academics. He served as lecturer at School of Management, VLB Janakiammal College of Engineering and Technology, Professor of Management Studies at Dr.N.G.P. Institute of Technology, Coimbatore and Professor & Head of the Institution at Vimal Jyothi Institute of Management & Research, Kannur. He has authored book chapters in research publications of repute. Besides publishing various research articles in national and international journals, he has also presented several research papers in national and international conferences. He is in the panel of PhD thesis evaluation of Periyar University, Salem. He has delivered lectures in various B-Schools. He is also a member of professional bodies of repute. His teaching and research interests are in the areas of brand management, neuro marketing & strategic management. He also coordinated several consultancy activities for organizations and was invited to be the judge for Brand Expos.

Target Audience

Retailers, Business executives, Entrepreneurs and Faculty members from B-Schools

Methodology

Lectures, Discussions, PPTs and Case study



Date & Time
29.11.2025, 10:00 AM to 3.30 PM
Registration Fees
INR 999/- Per candidate

Contact Details
Dr. THOMAS MICHAEL

+91 9443441979 | **thomas.michael@tkmim.ac.in**

FDP & MDP CALENDAR 2025 - 2026



1	UNLOCK YOUR POTENTIAL: AN INTRODUCTION TO NEURO LINGUISTIC PROGRAMMING DR. SANTHOSH V. A	08-11-2025
2	BRAND BUILDING: THE MANTRA OF SURVIVAL DR. THOMAS MICHAEL	29-11-2025
3	FUTURE READY SCHOOLS: FOSTERING ENTREPRENEURSHIP AND INNOVATION PROF. AZHAR BASHEER	06-12-2025
4	PROCESS INNOVATIONS FOR BUSINESS EXCELLENCE IN A RAPIDLY CHANGING ENVIRONMENT DR. A. VISWANATHAN	17-01-2026
5	BUILDING COMMUNICATION COMPETENCY: FDP ON INTERPERSONAL COMMUNICATION & NON-VERBAL CUES PROF. KARTHIKA. M	31-01-2026
6	QUANTITATIVE DATA ANALYSIS TECHNIQUES USING IBM-SPSS STATISTICS PROF. ALEX KOSHY	14-02-2026
7	ENHANCING SALES SKILLS IN MODERN ERA PROF. ANIL KUMAR. R	28-02-2026
8	FINTECH INNOVATIONS & BEHAVIOURAL SHIFTS: THE FUTURE OF FINANCE PROF. NISHA. S	14-03-2026
9	EFFECTIVE TEACHING USING CASE METHODOLOGY PROF. T. ABDUL KARIM MUSALIAR	28-03-2026
10	TIME SERIES ANALYSIS FOR BUSINESS APPLICATION PROF. MILAN SAM MATHEW	11-04-2026
11	MASTERING PERSONAL FINANCE; BUDGETING, SAVING & SPENDING SMART PROF. RINCY RAJU	25-04-2026
12	ESG INTELLIGENCE: THE FUTURE OF RESPONSIBLE FINANCIAL RESEARCH DR. ANJALY. H	06-06-2026
13	GAMIFICATION IN EDUCATION: TRANSFORMING TEACHING INTO AN ENGAGING EXPERIENCE PROF. CHANDINI DEV	20-06-2026
14	PROGRAMMING AND POWER BI PROF. ARATHY. A	11-07-2026
15	REDESIGNING CLASSROOMS: A HANDS-ON FDP ON DESIGN THINKING & EXPERIENTIAL TEACHING PROF. SHAJIN. P	25-07-2026

**MDP & FDP
Co-ordinator**

Dr. Thomas Michael
Professor & Dean, TKMIM.
+91 9443441979
thomas.michael@tkmim.ac.in

For more details scan

