

VALUE ADDED COURSE

Session - 2022-2023



CERTIFICATE COURSE IN BRAND STRATEGY

About the course

Brand management has become one of the most important aspects of business strategy. Successful firms frequently use brands as a guiding factor for decisions and activities. This Value Added course offers a crucial framework for creating and maintaining a strong brand, regardless of your position as a brand marketer, business executive, or entrepreneur. This course is specifically designed for professionals who want to advance their careers in brand management and strategy. This course will help you understand the concept of brand; relate it to the business challenges you face, and formulate customer focused solutions.

Learning Outcome

After completion of the course, students will be able to:

- Understand the fundamentals of branding
- Discover the components on how Brands create value for businesses and the customers
- Determine sustainable tactics to seize opportunities to consolidate your brand in the market
- Learn to identify brand positioning and numerous marketing communication vehicles that can communicate brand advantage to customers

Note

- Interested students must fill the registration form by 9/3/2023, by 5:00 pm.
- 75% attendance is mandatory to get the certificates.
- Assessment will be held on the basis of viva voce.

Timing : **12:30 pm - 01:30 pm**
04:00 pm - 05:00 pm

Duration : **30 hours**

Resource Person :

Dr. Mukesh Kumar

Dr. Preeti Jindal

Dr. Bhoopendra Bharti

Dr. Sheenu Arora

Ms. Megha Mohan

Registration Date :

08-03-2023 - 09-03-2023

Module

- Introduction to Brand Strategy (3 hours)
- 5 C analysis (2 hours)
- Brand Positioning Strategy (3 hours)
- Brand Essence and Brand identity (2 hours)
- Brand Design (3 hours)
- Brand Communication (2 hours)
- Branding on Social Media (3 hours)
- Brand Portfolio Management (2 hours)
- Brand Architecture (2 hours)
- Managing Brands across Brand Life Cycle (3 hours)
- Brand Equity and Valuation (3 hours)
- Customer Brand Relationships (2 hours)

For any queries related the VAC certification course, Please feel free to contact

VAC Coordinator : Dr. BB Tiwari (98380 01910)