

# TECNIA INSTITUTE OF ADVANCED STUDIES

"A" GRADE INSTITUTE

Department of Management Sciences

(Session: 2022-23)

Ref: TIAS/2022-23/BBA/ACAD/VAC/102

Dated: 31/5/2023

(Batch- 1)

Value Added Course: Certificate Course in Brand Strategy

Status as on date: 31/5/2023


This is to certify that the course module for Value Added Course on Brand Strategy scheduled from 10.03.23 to 31.05.23 comprising of 30 Hours deliverance has been completed by the resource person Dr. Mukesh Kumar, Faculty in Department of Management Sciences with the module contents as under:-

S.No.	Contents Deliverance	Learning Outcomes
1	Introduction to Brand Strategy (3 hours)	Understand the fundamentals of branding
2	5 C analysis (2 hours)	Learn about Segmentation, Targeting, Understanding Customers, Competitors and Context
3	Brand Positioning Strategy (3 hours)	Learn to identify brand positioning and numerous marketing communication vehicles that can communicate brand advantage to customers
4	Brand Essence and Brand identity (2 hours)	Discover the components on how Brands create value for businesses and the customers
5	Brand Design (3 hours)	Understand about Verbal and Visual Brand Expression, Logo Design and Brand Personality
6	Brand Communication (2 hours)	Discover the 6Ms framework of brand communication
7	Branding on Social Media (3 hours)	Learn about building Digital Brands over the internet
8	Brand Portfolio Management (2 hours)	Determine sustainable tactics to seize opportunities to consolidate your brand in the market
9	Brand Architecture (2 hours)	Understand about Brand Architecture Spectrum and Hybrid Architectures
10	Managing Brands across Brand Life Cycle (3 hours)	Learn how to Manage Brands in Introduction, Growth, Maturity, and Decline Stages
11	Brand Equity and Valuation (3 hours)	Monitor the brand health by assessing brand equity, customer equity and other KPIs
12	Customer Brand Relationships (2 hours)	Understand the concept of Brand Loyalty and Behavioral Loyalty

# TECNIA INSTITUTE OF ADVANCED STUDIES

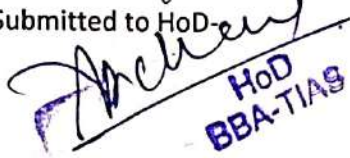
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All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Signature of Resource Person 

Name of Resource Person: Dr. Nulcesh Kumar

Dated: 04/5/23

Submitted to HoD   
HoD  
BBA-TIAS





# TECNIA INSTITUTE OF ADVANCED STUDIES

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Department of Management Sciences

(Session: 2022-23)

Ref: TIAS/2022-23/BBA/ACAD/VAC/102

Dated: 31/5/2023

(Batch- 2)

**Value Added Course: Certificate Course in Brand Strategy**

Status as on date: 31/5/2023

This is to certify that the course module for Value Added Course on Brand Strategy scheduled from 10.03.23 to 31.05.23 comprising of 30 Hours deliverance has been completed by the resource person Dr. Preeti Jindal, Faculty in Department of Management Sciences with the module contents as under:-

S.No.	Contents Deliverance	Learning Outcomes
1	Introduction to Brand Strategy (3 hours)	Understand the fundamentals of branding
2	5 C analysis (2 hours)	Learn about Segmentation, Targeting, Understanding Customers, Competitors and Context
3	Brand Positioning Strategy (3 hours)	Learn to identify brand positioning and numerous marketing communication vehicles that can communicate brand advantage to customers
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Dated: 31/5/2023

(Batch- 2)

**Value Added Course: Certificate Course in Brand Strategy**

Status as on date: 31/5/2023

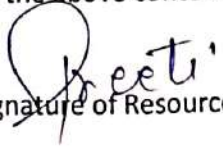
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Signature of Resource Person

Name of Resource Person: Dr. Preeti Simalal.

Dated: 31/5/23.

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Department of Management Sciences

(Session: 2022-23)

Ref: TIAS/2022-23/BBA/ACAD/VAC/102

Dated: 31/5/2023

(Batch- 3)

**Value Added Course: Certificate Course in Brand Strategy**

Status as on date: 31/5/2023

This is to certify that the course module for Value Added Course on Brand Strategy scheduled from 10.03.23 to 31.05.23 comprising of 30 Hours deliverance has been completed by the resource person Dr.Bhoopendra Bharti, Faculty in Department of Management Sciences with the module contents as under:-

S.No.	Contents Deliverance	Learning Outcomes
1	Introduction to Brand Strategy (3 hours)	Understand the fundamentals of branding
2	5 C analysis (2 hours)	Learn about Segmentation, Targeting, Understanding Customers, Competitors and Context
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All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

*B. Bharti*

Signature of Resource Person

Name of Resource Person:

*Dr. Bhoopendra Bharti*

Dated: 31/5/23

Submitted to HoD-

*[Signature]*

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# TECNIA INSTITUTE OF ADVANCED STUDIES

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Department of Management Sciences

(Session: 2022-23)

Ref: TIAS/2022-23/BBA/ACAD/VAC/102

Dated: 31/5/2023

(Batch- 4)

Value Added Course: Certificate Course in Brand Strategy

Status as on date: 31/5/2023

This is to certify that the course module for Value Added Course on Brand Strategy scheduled from 10.03.23 to 31.05.23 comprising of 30 Hours deliverance has been completed by the resource person Dr. Sheenu Arora, Faculty in Department of Management Sciences with the module contents as under:-

S.No.	Contents Deliverance	Learning Outcomes
1	Introduction to Brand Strategy (3 hours)	Understand the fundamentals of branding
2	5 C analysis (2 hours)	Learn about Segmentation, Targeting, Understanding Customers, Competitors and Context
3	Brand Positioning Strategy (3 hours)	Learn to identify brand positioning and numerous marketing communication vehicles that can communicate brand advantage to customers
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Signature of Resource Person

Name of Resource Person: Dr. Sheemu Arora,  
Dated: 31/5/2023.

Submitted to HoD  
  
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(Session: 2022-23)

Ref: TIAS/2022-23/BBA/ACAD/VAC/102

Dated: 31/5/2023

(Batch- 5)

Value Added Course: Certificate Course in Brand Strategy

Status as on date: 31/5/2023

This is to certify that the course module for Value Added Course on Brand Strategy scheduled from 10.03.23 to 31.05.23 comprising of 30 Hours deliverance has been completed by the resource person Ms. Megha Mohan, Faculty in Department of Management Sciences with the module contents as under:-

S.No.	Contents Deliverance	Learning Outcomes
1	Introduction to Brand Strategy (3 hours)	Understand the fundamentals of branding
2	5 C analysis (2 hours)	Learn about Segmentation, Targeting, Understanding Customers, Competitors and Context
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Signature of Resource Person

Name of Resource Person: Ms. Megha Mohan,

Dated: 31/5/23.

Submitted to HoD

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