



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

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Department of Management Sciences

**Report
On
Value Added Course
(2022-23)
Certificate Course on Brand Strategy**

ACTIVITY: Value Added Course

TITLE : Certificate Course on Brand Strategy

VALUES: Use of Branding Strategies, 5 Cs Analysis, 6Ms framework of brand communication

LEARNING OUTCOMES: 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 Monitor the brand health by assessing brand equity, customer equity and other KPIs.

Organized by: Department of Management Sciences

Program Theme: Certificate Course on Brand Strategy

Internal Experts: Dr. Mukesh Kumar, Dr.Preeti Jindal, Dr.Bhoopendra Bharti, Dr. Sheenu Arora, Ms. Megha Mohan

Date: 2nd June, 2023

Time:

Batch	Time
Batch 1	12:30pm-1:30pm
Batch 2	12:30pm-1:30pm
Batch 3	12:30pm-1:30pm
Batch 4	4:00pm-5:00pm
Batch 5	4:00pm-5:00pm

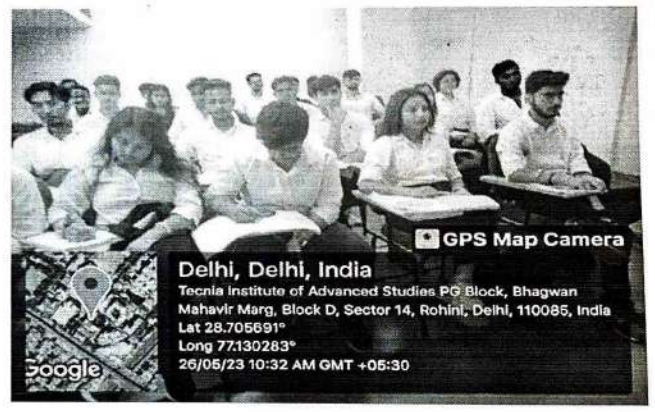
Venue:

Batch	Room No.
Batch 1	1309
Batch 2	1308
Batch 3	1307
Batch 4	1309
Batch 5	1308

Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)	N.A.												
No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	285 (60 per batch) <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Batch</th> <th>No. of Students</th> </tr> </thead> <tbody> <tr> <td>Batch 1</td> <td>60</td> </tr> <tr> <td>Batch 2</td> <td>60</td> </tr> <tr> <td>Batch 3</td> <td>60</td> </tr> <tr> <td>Batch 4</td> <td>60</td> </tr> <tr> <td>Batch 5</td> <td>45</td> </tr> </tbody> </table>	Batch	No. of Students	Batch 1	60	Batch 2	60	Batch 3	60	Batch 4	60	Batch 5	45
Batch	No. of Students												
Batch 1	60												
Batch 2	60												
Batch 3	60												
Batch 4	60												
Batch 5	45												
No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	5												
No. of External Participants (students + faculty) [write NA if not applicable]	N.A.												

(Geotag) Photograph*

Photograph of the Event with the Caption



Report: Description in (min 250 to max 800 word)*

A Value Added Course on Brand Strategy was organized by Department of Management Sciences, In Tecnia Institute of Advanced Studies in Offline Mode. The theme of this course was learning strategies of Brand. It was organized for TIAS students to provide them the understanding of the brand and their strategies. 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. After completing of this course students will 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 Monitor the brand health by assessing brand equity, customer equity and other KPIs, Learn about Segmentation, Targeting, Understanding Customers, Competitors and Context, Understand about Verbal and Visual Brand Expression, Logo Design and Brand Personality, Discover the 6Ms framework of brand communication and Understand the concept of Brand Loyalty and Behavioral Loyalty.

Resource Person Profile

Dr. Mukesh Kumar
Associate Professor in Department of Management Sciences, he is having more than 10 years of teaching experience, his expertise is in Marketing.

Dr. Preeti Jindal
Associate Professor in Department of Management Sciences, she is having more than 5 years of teaching experience, her expertise is in Marketing and Finance.

Dr. Bhoopendra Bharti
Associate Professor in Department of Management Sciences, he is having 10 years of teaching experience, his expertise is in Marketing and Human resource.

Dr. Sheenu Arora
Assistant Professor in Department of Management Sciences, she is having 5 years of teaching experience, her expertise is in Human resource and Marketing.

Ms. Megha Mohan
Assistant Professor in Department of Management Sciences, she is having 6 years of teaching experience, her expertise is in Finance and Marketing.

Attendance Sheet*	Attached at the end of Report
Feedback	Sample feedback attached at the end of Report
Report Submitted by Convener (write faculty coordinator name)	Dr. B.B. Tiwari
For Office Use	
Signature of VAC Coordinator	Signature of Head of Department (with seal)

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BBA-TIAS

Fields marked with '*' are mandatory