

MDP 19: Developing and Managing Brands

Introduction

The business environment has changed dramatically in the recent past. Competition has become global and more intense. Recognizing brands as vital strategic assets, progressive companies are realigning their strategies by focusing on developing strong brands to connect with customers in a variety of cultures and contexts. Therefore, to succeed in a complex and highly competitive market place, practitioners need to know how brands are built and managed. It's time to focus on brands, for sure.

Benefits of Attending

- Understand brand basics and why branding is strategic.
- Apply the principles of brand building - creating a brand and developing effective and innovative brand strategies to launch, maintain and grow successful brands and brand portfolios

Program Content

- Meaning of Brands and the concept of Branding
- Role of Integrated Marketing Communication in Brand Building
- Building Brands and Differentiation Strategy
- Choosing Brand Elements
- Brand Identity: Values, Personality and Symbolism
- Developing a Brand Architecture Strategy
- Brand Positioning
- Leveraging Brands
- Understanding Brand Equity and managing equity

Who should attend

To create awareness on the brand building among executives

Pedagogy

The faculty will act as facilitator in helping participants going through the process of learning branding essentials by using live examples, case studies, and exercises.

Duration

2 Days

Program Directors

Dr Etinder Pal Singh



Dr Etinder Pal Singh is currently working as Professor at Apeejay School of Management, Dwarka, where he heads the PGDM program and the Marketing Area. Prior to this he was Director, Executive development with Northpoint Centre of Learning, A Lintas Group Initiative. He is an MBA & PhD in Business Management, having 20+ years record of achievement and demonstrated success while providing leadership in highly competitive markets of US, Canada and India. His research interests include Branding, Leadership, Relationships (Interpersonal, Employer- Employee and Client- Vendor), CRM, and Consumer Behavior.

The clients with whom he has worked in past are: Cottage Emporium, BHEL, Katha, Fabrique Research UK, KPIT, Infiniti Retail, Kotak Mahindra, Honeywell, Market Rx, Optimix-ING, Bharti Axa Life, Standard Chartered, Lintas, Sandoz, Cognizant Technologies, Triton Communications, Lufthansa, WNS, Seahorse Group, Geometric Ltd amongst others.

Preeti Suryawanshi



Prof. Preeti Suryawanshi is Assistant Professor at Apeejay School of Management, New Delhi, India in the area of Marketing. She has over 11 years of experience in academics. She has presented and published a few papers in national and international conferences of repute. Her areas of interest are Branding, Business Education in India, Use of Digital Marketing and Social Media in conventional and non-conventional areas. She is an Electrical Engineer, has done her MBA in Marketing and has submitted her Ph.D. in the area of Business Education in India.

Ruchi Malik



Prof. Ruchi Malik presently is working as an Assistant Professor at Apeejay School of Management, Dwarka. She has done her M. Phil in the area of Retail from Department of Business Economics, University of Delhi. She has around 14 years experience in teaching and research. She has presented papers in international as well as national conferences. She has also contributed a review paper, which was published in a journal of international repute. Her key areas of interest are: Marketing Management, Retail Management, Research Methodology, Consumer Behaviour and Loyalty Management.