



**Zydus Cadila-AMA Centre for
Marketing Management**

**Certificate Programme on
Advertising & Brand Promotion**

Saturday, January 7, 2017 - 10.30 a.m. to 5.30 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House,
ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

***“If all Coca Cola’s assets were destroyed overnight ,
whoever owned the Coca Cola name could walk into a
bank the next day morning and get a loan to rebuild
everything.”*** – Carlton Curtis, VP Corporate Communications, Coca Cola

Brands were originally developed as labels of ownership: name, term, design, symbol. However, today it is what they do for people that matters much more, how they reflect and engage them, how they define their aspiration and enable them to do more. Powerful brands created through effective advertising can drive success in competitive and financial markets, and indeed become the organization’s most valuable assets.

Contents and Coverage

- Understanding of the term Advertising & Brand Promotion
- Tools of Communication/Advertising & 360 degree Communication
- Brand Promotion : Case Study
- Question /Answer-Open House

Module Format

The program shall be of 4 sessions. It would be highly interactive & fully loaded with multimedia presentation along with practical examples. The focus shall be how the participants apply the knowledge in their day to day personal and professional life. All the participants shall be provided study material

Who Should Attend?

This program will immensely benefit entrepreneurs & all those who are presently performing roles and responsibilities in marketing departments. This module shall help brand /product executives, managers and individuals in the media industry, students who are aspiring to be effective supervisors and managers in Advertising & Media world.

Faculty

Mr. Sanjay Chakraborty is a Marketing Communication Advisor, ESSKSEE Consultancy and has more than two decades of extensive experience in Sales, Marketing, Communication and Advertising. He has worked & managed various assignments on various brands of national repute & presence. He is a regular columnist in various reputed publications and has also authored many management books. Creativity in any form motivates him & his keen interest lies in understanding consumer behavior and providing marketing communication strategies.

Fee

Rs1500/- per person Inclusive of Service Tax. (Concession: 10% for members, 20% for patron members). The cheque may please be drawn in the name of **‘Ahmedabad Management Association.’**

Registration

Please send your registration along with participation fee to:

Ahmedabad Management Association

AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur,
Ahmedabad 380 015

Phone:079-26308601-6 • Mobile : 9537407187 • Fax:079-26305692

E-mail: ama@amaindia.org • Website: www.amaindia.org

Mobile App: AMA-Ahmedabad amaIndia.org



ZyduS Cadila-AMA Centre for Marketing Management

Certificate Programme on Advertising & Brand Promotion Saturday, January 7, 2017 - 10.30 a.m. to 5.30 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

REGISTRATION FORM:

Please fill-in and return this form along with participation fee to: Ahmedabad Management Association ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015. Phone: 079-26308601-6 • Mobile: 9537407187 Fax: 079-26305692 • E-mail: ama@amaIndia.org Website: www.amaIndia.org Mobile App: AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of "Ahmedabad Management Association".

Name(s) Designation: 1. 2. Organization: Address: Pin Code: Telephone(s): Mobile: Fax: E-mail: [grid]