



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

## *Certificate Program in* **Brand Management**

**Duration: 7 Sundays 9.30 a.m. to 1.00 p.m.  
January 8 to February 18, 2017**

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

**Introduction :** This course uses practical framework and real-world applications. The Brand Management deal with a host of topics concerning brands, e.g., which new products should be introduced and how should they be named, how are “strong” brands created and what should be done to maintain strong brands over time, and how you can measure the equity or value of your brands. These topics are among the most difficult and important ones faced by marketers these days. The Brand Management course also nicely complements other strategy courses. Brand management addresses important issues more at the brand level than the firm level; there is typically much less overlap in content.

**Who Should Attend?** Program is for Entrepreneurs, CEO, CFO, managers, Supervisors from all departments / functions. Aspiring executives and students are welcome. There are limited seats to participants so ensure enrollment before time.

**Program Pedagogy:** Learning at classroom, Management Games, Case methods, Group work and Presentations by participants.

**Assessment:** Through assignment, class participation and objective type exam.

### **Course Contents:**

- 1 Brands and Brand Management
- 2 Customer-Based Brand Equity
- 3 Brand Positioning

- 4 Choosing Brand Elements to Build Brand Equity
- 5 Designing Marketing Programs to Build Brand Equity
- 6 Integrating Marketing Communications to Build Brand Equity
- 7 Leveraging Secondary Brand Associations to Build Brand Equity
- 8 Developing a Brand Equity Measurement & Management System
- 9 Measuring Sources of Brand Equity: Capturing Customer Mindset
- 10 Measuring Outcomes of Brand Equity: Capturing Market Performance
- 11 Designing and Implementing Branding Strategies
- 12 Introducing and Naming New Products and Brand Extensions
- 13 Managing Brands Over Time
- 14 Managing Brands Over Geographical Boundaries and Market Segments

### **Attend the Program and Learn:**

1. Design and Implement Branding Strategies;
2. Design Marketing Programs to Build Brand Equity;
3. Integrate Marketing Communications to Build Brand Equity

**Faculty: Dr.Paresh M Kariya**, Ph.D., MBA, BE, SSB, LA-ISO 9000. Director-OEK Ltd. He is Senior Management Professional with more than 23 years in high-impact senior leadership roles that emphasized turnaround strategies within the industry, recognized as a top performer consistently achieving Business plan / financial goals. Vast exposure and experience in employee engagement, sales, marketing, operations management and business development. He is accredited management teacher and six sigma black belt.

**Fees:** Rs.6500/- per participant inclusive of Service Tax. Fee includes course fee, cost of reading material, lunch and refreshments. 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



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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]