

Certificate Program in
Brand Management



Duration: 6 Sundays, Starting from May 12th, 19th, 26th, June 2nd, 9th and 16th, 2019 • Time 9.30 am to 1.00 pm

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

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.

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.

- 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 30 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.

Fee : Rs.6000/- per participant including GST. Fee includes course fee, cost of reading material, lunch and refreshments. Cheque should be drawn in favour of "Ahmedabad Management Association".

Certificate Programme in BRAND MANAGEMENT May 12 to June 16, 2019

Registration Form: Please fill-in and return this form along with participation fee to: Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015, Phone: 079-26308601-5 Mobile: 9537407187, 7069940917, 7203030990 • E-mail: ama@amaindia.org • Website: www.amaindia.org Android Mobile App: AMA-Ahmedabad amaIndia.org

Name(s) Position
1.
2.
Organization:
GST No.: AMA GST No.: 24AAATA 5881D1Z0
Address: Pin Code:
Phone: Mobile
E-mail: [Grid of boxes for email address]