National Productivity Council

Under DPIIT, Ministry of Commerce & Industry, GoI

E-Learning Course Title: BRANDING & BRAND MANAGEMENT

Registration Fee (including GST):- Rs **1475/-**

About eLearning Program:-

The E-Learning Course "**Branding & Brand Management**" has been formalized in a manner, by which aspiring learners, can get acquainted with the understanding of what is a Brand, what do brands do and what are the different Brand categories. It provides an outline of the various attributes that could create the Brand, its identity, image, promise and personality.

The Program covers the process by which entrepreneurs can create its own brand and gain customer loyalty, by using various Branding strategies including promotions, brand extensions, co-branding etc. It also gives a brief understanding of corporate branding, how the Brand Managers can be involved not only in the creation of the Brand but also how to manage the brand, and to measure the Value of the brand and its equity in modern times of high expectations of customers and consumers. On going through the program the learner shall not only get acquainted with the meanings and concepts of various aspects of branding and brand management but also learn why it is important for entrepreneurs to care for its creation and protect it from getting diluted.

E-Learning Course Coverage:-

Module 1	**What is a Brand**
Module 2	**Branding – How to create Brand**
Module 3	**Brand Management**

Register to learn

- Understanding of what is a Brand
- What do Brands do
- Do Brands happen or they are made
- What do Brands stand for
- What is a Brand name and how do you select one
- Different type of Brand Categories
- What are the attributes of a brand
- How do you position your Brand
- How do you create Brand identity, image & personality
- What is Brand Promise

Thanks & Regards
NPC Team
Course conducted by Group/ Regional Directorate Name:- __Economic Services
Name & Designation of Course Coordinator: **Rajesh Sund, Director (Economic Services) Course Coordinator Contact Details------8799784715**