

## **ELearning Course: Marketing Strategies & Product Branding for SMEs**

**Duration of the eLearning Course:** 4 Weeks

**Commencement Date/Week:** 1<sup>st</sup> Week of November 2020 (User Login details to access the course will be communicated to the registered user in the 1<sup>st</sup> week of November, 2020)



**Registration Fee (including GST):-** Rs.1500/-

**About eLearning Program:** - MSMEs across the world faces major challenges in designing of new products, establishing their own brand and marketing their product. This programme covers a major scope of work by the Micro, Small and Medium Enterprises (MSMEs) in developing their marketing strategies and product branding strategies. The competency elements in this eLearning module are designed to fulfil the following objectives:

### **E-Learning Course Coverage:-**

- Design of New Products
- Determining Pricing Structures
- Developing Promotional Strategies
- Competitive Distribution channels
- Branding Strategies
- Brand Loyalty
- Brand- Intellectual Property rights

### **Register to learn:**

- ❖ To develop new products and services
- ❖ To determine relevant pricing structures for products and/or services
- ❖ To determine the promotional process of bundling and packaging products and / or services
- ❖ To develop competitive distribution channels
- ❖ To develop relevant branding for targeted markets
- ❖ To design appropriate loyalty programmes to grow customer base
- ❖ To gain knowledge on the linkage between brand and intellectual property to protect the rights of products and / or services

**Thanks & Regards**

**NPC Team**

**Regional Directorate Name:- NPC Regional Directorate Patna**

**Name & Designation of Course Coordinator: J K Singh, Director**

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