



DEPARTMENT OF COMMERCE Aided CERTIFICATE COURSE DETAILS

NAME OF THE COURSE

Brand management; Aligning Business, Brand and Behaviour

COURSE CODE

BCMC04

COURSE DETAILS

Eligibility: +2,
Duration: 45 hrs:
Fee:250

OFFERED BY

PG Department of Commerce Aided
Christ College (Autonomous) Irinjalakuda

COURSE COORDINATOR

Neelima P A

ABOUT COLLEGE

Christ College (Autonomous), Irinjalakuda established in the year 1956 by CMI fathers has always been a place where young generations are moulded towards a bright future. College has excellent infrastructure, with state of the art laboratories, seminar rooms and lecture halls. The campus is Wi-Fi enabled. Presently College is home for 4500+ students, 200 teaching staff and 45 supporting staff. The strength of the College lies in its hardworking and tech savvy teachers who are eager to involve in all matters of students. The lush green campus with gardens and open gym is moving towards the next phase on education both offline and online.

WHAT IS THE COURSE?

Brand Management: Aligning Business, Brand and Behavior explain the process of creating a relationship or connection between a company's product and emotional perception of the customer. This program contrasts traditional approaches to branding - where brands are a visual identity and a promise to customers - to brands as a customer experience delivered by the entire organization. The aim of the course is to change the conception of brands as being an organization's visual identity and image to an experience "moments - that - matter" along the customer journey. The course will enhance the caliber of the aspirant to identify the way in which companies are coping up with the advanced requirements of dynamic business world.

SCOPE OF THE COURSE

Brand Management; Aligning Business, Brand and Behavior provide an array of marketing tools and technique that will increase the perceived value of the product. This program will nurture the capability of the aspirant to understand the process of identifying the core value of a particular brand and reflecting the core value among the targeted customers. It will reveal the relationship of effective brand management and building up of loyal customers through positive brand association and images – a strong awareness of the brand. Especially in the digital era, it takes strong brand identity and agile brand marketing to punch through the noise of the increasingly saturated online landscape.

LEARNING OUTCOMES

- 1) To create knowledge on how to build brands from a broad organizational perspective
- 2) To analyze the way to lead brand-lead culture change with human resource practices at the core (brand as a lever and not just an outcome)
- 3) To understand how to measure brand health in new ways, that is internally in addition to externally
- 4) To acquire the skill on how to value and capture returns to brands across the organization

COURSE OUTLINE

- 1) Brand Management
- 2) Brand Design
- 3) Brand lead – culture change
- 4) Brand metrics and returns

COURSE MODULES

Module 1

Brand management – Definition and relevance of brand management, Brand purpose – traditional notions of branding, changing market conditions for brands; a new approach to branding.

Module 2

Brand Design – Brand experiences as the basis for differentiation, how to design brand experiences as different from products and services; pricing as a differentiating brand experience.

Module 3

Brand Leadership and Alignment – Aligning the strategies for business, brand and behavior, strategic brand portfolio alignment.

Module 4

Brand Practices and Engagement – How to design human resource brand best practices – engaging employees with the brand.

Module 5

Brand Metrics and Returns – How brand create value; Why brand valuation is not the same as the value brands create.

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