



Commencing
Saturday,
June 26th, 2021

Branding

Be Heard & Seen in a Crowded Marketplace!



Benefits:

- Learn the principles of being noticed in a crowded marketplace!
- Learn the benefits of branding so that you can ensure these for your Brand.
- Understand the theory and practice of Branding.
- An understanding of some of the successful brands.
- Learn to put in place a basic Brand plan.

The Workshop will be conducted subject to enrolment of minimum 15 nos. as decided by the Management (admission is on first come, first serve)

Facilitator: Rajeev Chawla

Background: A 35 years industry experienced faculty with a high mix of industry + academic design and delivery.

Course Objectives: To learn the principles of creating successful Brands in the marketplace. Tracing the stories of successful brands to learn what they did right.

Course Details/Conduct:

- **Fees:** Rs. 12,000/- (inclusive of GST)
- A total of 15 sessions of 2 sessions x 4 hours each on Saturday and Sunday each for 4 weeks.
- Timings: 10:00 – 2:30PM each (4 classroom hours).
- Interactive Zoom based Online Classroom.
- A program to create and understanding for Brand success .

Deliverables:

- Electronic Notes for the Program coverage post each session.
- A Certificate shall be awarded on successful completion of the program.

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