



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India
Ph : 0091-40-66533000, 66534247, Fax : 0091-40-66534356,
email : poffice@asci.org.in, URL: <http://www.asci.org>.

Dr. Shahaida P
Chairperson, Marketing Area
Programme Director

June 18, 2018

Programme on
Customer Centric Brand Management

(October 04 - 06, 2018)

Dear Sir / Madam,

I am happy to inform you about ASCI's forthcoming Management Development Programme on Strategic Brand Management. The programme starts on Thursday, October 04, 2018 and will end on Saturday, October 06, 2018 at 1800 hours.

Effective brand building strategies provide the organization with market dominance and drive superior financial performance. This programme is designed to equip marketing managers in building successful brands by enhancing their understanding of best branding techniques from theoretical and practical perspectives. The programme will be holistic and address branding fundamentals in creating, developing and sustaining brand value over time.

The programme is designed for Middle and Senior level managers working in the areas of sales, marketing and business development.

The programme is suitable for managers from any sector such as consumer, trade and business to business markets representing both products and services. Typical designations would be product/ brand managers, marketing managers, public relations officers, Marcom managers, corporate communications managers from public, private and NGO sectors.

This programme will provide tangible benefits to the organization as successful branding leads to profitable organizations. If you need further information, you may contact me (at phone 040-66534236, +91 9908177866, Fax-040-66534356, email: poffice@asci.org.in, shahaida@asci.org.in)

Please note that the nominees are requested to carry with them the proof of medical insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalization.

Thanking You

Yours faithfully,

Shahaida P

Encl : Brochure & Nomination Form

Programme on

Customer Centric Brand Management

October 04-06, 2018



Programme Overview

Brands are built in the minds and hearts of customers. Ensuring that brands are relevant to the changing customer psychology is a major challenge faced by brand managers.

The most valuable assets of a company are its brands and they have to be nurtured over time. Even during slow economic growth, companies possessing strong brand portfolios have been able to sustain growth. Investment in brand building has resulted in short term and long term profitability.

This programme is holistic and provides you with necessary theory, models and practical applications to analyze, develop and manage a brand over time.

Sponsors: The programme was well received earlier with nominations from Middle and Senior level marketing, product and brand managers from Sun Pharma Ltd, Ranbaxy Ltd, Glaxo Smith Kline Ltd, Tide Water Oil co. Ltd, Lanco Hills, Singer (Srilanka), Nippon Paints, Indofil industries, Lakshmi Machine Works, Indian Overseas Bank, Mysore Sales International Ltd, Mehta Group, LIC of India, Bank of Baroda, Malabar Milma Coop, Balmer Lawrie and Co, LT foods, Bharat Petroleum Corporation Ltd, UCO bank and Andhra Bank, Orient Cements, Lohiya Edible Oil Pvt Ltd, Hindustan Petroleum Corporation Ltd., Indian Oil Corporation Ltd., and Power Grid Corporation of India Ltd.

Programme Objectives

The 3 day programme will enable managers to develop an in-depth understanding of brand management from a customer centric approach. Managers will be able to gain insights into how to create successful brands, measure brand equity and design branding strategies.

Contents

The programme takes a customer centric approach to brand management beginning from an understanding of customer needs and frustrations, putting the customer at the heart of branding strategy and building brands which can sustain and grow with time.

- ▶ Provide structure for analysis of customer perceptions of your brand and competitor's brands

- ▶ Using customer insights to develop brand identity, personality, image and positioning
- ▶ Understanding the process of building a customer-centric brand
- ▶ Customer equity and brand equity
- ▶ Understand Brand Positioning strategies
- ▶ Know Key Brand Analytics
- ▶ Understand consumer research in branding
- ▶ Understand effective brand communication strategies
- ▶ Power of digital media in branding
- ▶ Energizing brands and dealing with brand crisis

Faculty

Experienced faculty from the ASCI pool and skilled practicing managers from the corporate sector.

Target Managers' profile

Senior and Middle level Marketing Managers, General Managers, Product Managers, Group Product Managers, Brand Managers and Senior Advertising Professionals will immensely benefit from this programme. Professionals of other functional areas would also find it relevant. Middle and Senior Managers from Services (Healthcare services, Tourism and Hotel industry, Banking services and other services), Apparel industry, Durables, Retailing and Merchandising industry would greatly benefit from this programme.

Typical designations would be product/ brand managers, marketing managers, public relations officers, Marcom managers, corporate communications managers from public, private and NGO sectors.

Organisational sponsorship is essential

Pedagogy

A combination of lectures, case studies, and practice sessions using exercises in a vibrant learning atmosphere. In-class discussions with experts and other participants will enable quick understanding of concepts and help application of tools learned in branding your company's brand.

Venue

The programme is fully residential and the participants will be accommodated in air-conditioned single occupancy rooms in the Bella Vista or the College Park Campus of the college at Hyderabad. The College does not provide accommodation for the family. Transport from Airport/Railway station and campus will be arranged by the College.

Duration

The programme duration is from October 04 – 06, 2018. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

Programme Fee

Residential Fee: Rs. 34,000/- (US \$690 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs.28,000/- plus GST as applicable, presently 18% per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before October 01, 2018.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/18-19/1/47) to email: income@asci.org.in for confirmation.

Bank Details are give below:

For Indian Participants :

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda Hyderabad – 500 082

For Foreign Participants:

Bank Account Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBBH04
Bank Name	State Bank of India Bellavista Branch, Rajbhavan Road, Somajiguda Hyderabad – 500 082.

Nostro Account (Optional) 6550992180

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalisation.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nominations is **September 26, 2018**. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

September 27, 2018. Any withdrawals after this date will entail forfeiture of fee paid.

ASCI ALUMNI ASSOCIATION

Participants of College programmes will automatically become members of ASCI Alumni Association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the Programme.

Programme Director

Dr. Shahaida P

E-mail: shahaida@asci.org.in

+919908177866

ASCI Management Development Programmes for 2018-19

MANAGEMENT DEVELOPMENT PROGRAMMES

General Management Programme for Senior Executives – SEC - 131	16-Jul-2018	10-Aug-2018
Advanced Management Programme	30-Jul-2018	10-Aug-2018
Building Competencies for Leading Strategic Change (Study Tour to EU)	09-Sep-2018	23-Sep-2018
Programme for Young Managers	26-Nov-2018	30-Nov-2018
MDP for Women Executives	03-Dec-2018	07-Dec-2018
General Management Programme for Senior Executives – SEC - 132	07-Jan-2019	01-Feb-2019

BUSINESS COMMUNICATION

Leadership through Self-Discovery	25-Jul-18	27-Jul-18
Individual Excellence for Organizational Effectiveness	26-Nov-18	30-Nov-18
Leadership Skills Development	17-Dec-18	21-Dec-18
Communication Skills for Managers	21-Jan-19	25-Jan-19
Managing Creativity & Innovation	04-Mar-19	06-Mar-19

ECONOMICS

Assessment and Monitoring of Business Performance	04-Jul-18	06-Jul-18
Creating Development Roadmap for India through Sustainable Development Goals: Vision 2030	05-Sep-18	07-Sep-18
Financial Systems, Management and Accountability in Government	26-Nov-2018	30-Nov-2018

ENERGY

Regulating Electricity Tariffs and Related Issues	17-Sep-18	21-Sep-18
Smart Grid Technology and its Application in Power Sector	10-Dec-18	12-Dec-18
Renewable Energy Regulation	21-Jan-19	23-Jan-19

ENVIRONMENT

SDGs and Climate Change: Opportunities and Challenges of Adaptation and Mitigation	03-Dec-18	05-Dec-18
Climate Change Adaptation and Disaster Risk Reduction	04-Feb-19	06-Feb-19

FINANCE

Infrastructure Financing	19-Nov-18	23-Nov-18
Finance for Non-Finance Executives	10-Dec-18	12-Dec-18
Strategies for Cost Leadership	23-Jan-19	25-Jan-19
Enterprise Risk Management	04-Feb-19	08-Feb-19
Advanced Financial Management	11-Feb-19	13-Feb-19

HEALTH CARE MANAGEMENT

Certificate Course in Health Care Quality in AYUSH Hospitals	27-Jun-18	29-Jun-18
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HUMAN RESOURCE DEVELOPMENT

Enhancing Managerial Effectiveness	23-Jul-18	25-Jul-18
HR Audit and Analytics	03-Sep-18	05-Sep-18
Personal Effectiveness	17-Sep-18	19-Sep-18
Enhancing Skills of Young Women Professionals	01-Oct-18	05-Oct-18
Leading with Emotional Intelligence	22-Oct-18	26-Oct-18
Effective Trade Union Management	05-Nov-18	09-Nov-18
Best Practices and Innovation in Health Care Delivery	14-Nov-18	16-Nov-18
Improving Work Culture	19-Nov-18	21-Nov-18
Conflict Management and Negotiation Skills	10-Dec-18	12-Dec-18
Leadership Engagement and Development	10-Dec-18	14-Dec-18
Team Dynamics: Activity Based Approach	17-Dec-18	21-Dec-18
Ensuring Health Care Quality: Risk Management and Innovation	16-Jan-19	18-Jan-19
Building and Leading Effective Teams	04-Feb-19	08-Feb-19
Positive Organizational Behaviour	04-Feb-19	06-Feb-19
Decision Making for Effective Leadership	18-Feb-19	20-Feb-19
Enhancing Interpersonal Effectiveness through Transactional Analysis	18-Feb-19	20-Feb-19
Strategic Human Resource Management with International Study Tour	11-Mar-19	23-Mar-19

INFORMATION TECHNOLOGY

e-Learning and Digital Education	24-Sep-18	26-Sep-18
Leveraging Big Data and Analytics	19-Dec-18	21-Dec-18

INFRASTRUCTURE DEVELOPMENT

Housing for All: Attaining the National Agenda	21-Jun-18	23-Jun-18
Urban Infrastructure Project Preparation and Management	27-Sep-18	29-Sep-18
Urban Infrastructure Project Preparation and Management	07-Feb-19	09-Feb-19

INNOVATION AND TECHNOLOGY

Research Excellence in Organizations	08-Aug-18	10-Aug-18
Strategic R & D Management	10-Dec-18	12-Dec-18

LAND ACQUISITION, RESETTLEMENT AND REHABILITATION

High Impact CSR-Need Identification to Impact Evaluation	09-Jul-18	13-Jul-18
Effective Land Acquisition, Resettlement and Rehabilitation	24-Sep-18	28-Sep-18
Index-based Crop Insurance-Concepts, Design and Implementation	17-Dec-18	19-Dec-18

MARKETING

Customer Centric Brand Management	04-Oct-18	06-Oct-18
High Impact Sales Management	10-Dec-18	14-Dec-18
Creating Social Value Through Corporate Social Responsibility	21-Jan-19	23-Jan-19

OPERATIONS

Procurement Procedures for The World Bank Aided Projects	16-Jul-18	27-Jul-18
Inventory Management	30-Jul-18	01-Aug-18
Project and Contract Management	24-Sep-18	28-Sep-18
Procurement Procedures for The World Bank Aided Projects	19-Nov-18	30-Nov-18
Materials and Supply Chain Management	03-Dec-18	07-Dec-18
Project and Contract Management	07-Jan-19	11-Jan-19
Procurement Procedures for The World Bank Aided Projects	11-Feb-19	22-Feb-19

PUBLIC POLICY GOVERNANCE AND PERFORMANCE

Sustainable Development Goals and Good Governance	25-Mar-19	29-Mar-19
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POVERTY STUDIES AND RURAL DEVELOPMENT

Capacity Building Programme on Rural Industrial Development and Entrepreneurship	07-Jan-19	11-Jan-19
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STRATEGIC MANAGEMENT

Developing Strategic Mindset for Functional Managers	23-Jul-18	27-Jul-18
Creating Progressive Boards	17-Sep-18	19-Sep-18
Driving Performance through Transformational Leadership	18-Feb-19	22-Feb-19

URBAN GOVERNANCE

International Certification Programme – Change Management for Achieving Continuous Water supply for All in Urban Areas - (India, Jerusalem and Tel Aviv, Israel)	06-Jun-18	07-Jun-18
Creating and Managing Digital Presence	18-Jun-18	20-Jun-18
Water Sanitation and Hygiene in Schools	21-Jun-18	23-Jun-18
Towards Zero Waste- Decentralised Solid Waste Management	28-Jun-18	30-Jun-18
Non-Revenue Water and Water Loss Control Management: Smart Solution for Indian Cities	09-Jul-18	11-Jul-18
Public Private Partnership in Urban Infrastructure and Service Delivery	09-Aug-18	11-Aug-18
Infrastructure Planning and Implementation for Smart Cities	19-Sep-18	21-Sep-18
Change Management for Achieving Continuous Water Supply (24/7) For All In Urban Areas	29-Nov-18	01-Dec-18
Faecal Sludge Septage Management	21-Jan-19	23-Jan-19
Towards Universal Sanitation in Urban Areas	04-Feb-19	06-Feb-19



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad,
Hyderabad - 500 082, India.

Phone : 0091-40-66533000, 66534247

Fax : 0091-40-66534356

Delhi Campus

C-24, Institutional Area
South of IIT, Behind Qutub Hotel
New Delhi-110 016.

Tel: 011–26962204, 26961750, 26961850



ADMINISTRATIVE STAFF COLLEGE OF INDIA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

Nomination Form

Programme on

Customer Centric Brand Management

(October 04 - 06, 2018)

Nominee's Contact Information :

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____
		Home :	_____
e-mail :	_____	Fax :	_____

Sponsor's Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN :	_____
Address :	_____

	Pincode : _____
Phone(s) :	(Off) : _____
	(Mobile) : _____
e-mail :	_____
	Fax : _____

Fee Particulars

Amount Payable :	_____	Mode of Payment (DD/Chq/NEFT) :	_____
Name of the Bank :	_____	Date of Instrument/Transfer :	_____
Instrument Number :	_____	UTR Number for NEFT :	_____

Medical Insurance

Name of the Insurance Agency	Policy Number	Validity upto
Note : Coverage should be available in Hyderabad, India		

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in