

Programme Director

P Shahaida

Dates : 4–6 September 2017

Fee : ₹ 34,000/-
(US \$ 1495) +
Applicable Service Tax

CUSTOMER-CENTRIC BRAND MANAGEMENT

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.

Impact

- ◆ Understanding the process of building a customer-centric brand
- ◆ Develop an in-depth understanding of brand management from strategic and tactical perspectives.
- ◆ Understand Brand Positioning strategies
- ◆ Know Key Brand Analytics
- ◆ Understand consumer research in branding
- ◆ Understand effective brand communication strategies

Participant Profile

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, strategic planners, business heads, Marcom managers, corporate communications managers from public, private and NGO sectors.