



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

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

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Fax : 0091-40-66534356, email : poffice@asci.org.in, URL: <http://www.asci.org>.

Dr. Shahaida P
Chair Person, Marketing Area
Programme Director

July 2, 2019

Programme on
Customer Centric Brand Management

(September 23 - 25, 2019)

Dear Sir / Madam,

I am happy to inform you about ASCI's forthcoming Management Development Programme on Strategic Brand Management. The programme starts on Monday, September 23, 2019 and ends on Wednesday, September 25, 2019

Effective brand building strategies provide the organisation 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 organisation as successful branding leads to profitable organisations. 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 hospitalisation.

Thanking You

Yours faithfully,

Shahaida P

Encl : Brochure & Nomination Form



Programme on

Customer Centric Brand Management

(September 23 - 25, 2019)

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.

Customer-Centric brands aim at understanding needs, frustrations and interests of customers, make every touch point customer centric and resonate with the customer community both online and offline.

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 analyse, develop and manage a customer-centric 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, Laksmi 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, 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
- ▶ Energising 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 single air-conditioned 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 **September 23 - 25, 2019**. 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. 37,500/- (US \$700 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.31,500/- 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 **September 20, 2019**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/19-20/1/65)** to **poffice@asci.org.in** for confirmation.

Bank Details are give below:

For Indian Participants :

Bank A/c 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 A/c 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 16, 2019**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

September 17, 2019. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the College programmes will automatically become members of the 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 is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward each year with a strong alumni of over 1,40,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2019-20.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India

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

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

Nomination Form

Programme on

Customer Centric Brand Management

(September 23 - 25, 2019)

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