

Brand Building for MSMEs

About the program:

Many business executives now realize that among the most valuable assets that a business firm could invest in are brands. Products without branding are “commodities”. Products are physical entities which exist in the real world. A brand is a perception which lives in the customer’s mind. In today’s market environment, it is always possible for competitors to duplicate manufacturing processes and product designs. However, it is far more difficult to reproduce strongly held beliefs and attitudes in the minds of consumers, which are seeded and nurtured through strategized brand building efforts. Focus would be on how to create, build, measure, analyze, position and manage brands and strategize for maximizing profitability. The art and science of brand management has evolved over the years. As the domain of branding spreads from products and services to people, places, causes and events, the knowledge, understanding, and skills related to Brand Management form the keystones of a 21st century marketer.

Objectives:

-) Understand the concepts of ‘brand’, ‘brand equity’ and the different approaches to measuring brand equity
-) Understand the concepts of ‘brand identity’, ‘brand image’ and ‘brand positioning’ and the complexity of issues involved in launching and sustaining new brands.

Content:

-) Brand versus Product
-) Brand elements
-) Brand equity
-) Launching new brand
-) Brand architecture
-) Brand rejuvenation.
-) Brand extensions
-) Co - Branding
-) Secondary Brand Associations

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Methodology:

-) Situation Cracking
-) Case discussions
-) Role plays

Who may attend?

-) The programme is designed for owners/ managers of varied sectors specially MSME desirous of upgrading their business using the power of branding.

Expected outcome:

-) Understand brand dynamics
-) Apply brand marketing for MSMEs
-) Perform a comparative analysis of the various competing brands in any product category by employing models of brand equity, brand identity and brand positioning.

Resource Person:

Dr Nimit Gupta

Dr Nimit Gupta is a certified marketing trainer trained by Dr Philip Kotler. He is certified from University of British Columbia, Canada and Kyoto University, Japan as proficient in marketing education. Dr Nimit Gupta has 13 years of experience in teaching, academic administration and research at reputed management institutes of Delhi NCR in the area of Marketing and General Management. He had published 45 research papers/cases/articles in journals of repute including Journal of Teaching and Case Studies, Journal of Digital and Social Media, Journal of Marketing and Communication, International Journal of Customer Relations, Indian Journal of Marketing etc. He is a prolific case writer and his cases are available in Case Centre for class room usage. He is recipient of several scholastic performance awards

Prof. Utkarsh

Prof. Utkarsh has been involved in teaching and research for last 7 years. He has taught several courses like Advertising Management, Marketing Management and Research Methodology to management students. After obtaining MBA he worked for almost 2.5 years at IIM Lucknow as Research Associate and was involved in research work in the marketing area. He qualified UGC- NET and JRF and joined PhD program at University of Lucknow. His research area is services marketing. More specifically his work is focused on information search behavior in services, and role of service type and culture in advertising.

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Venue: FIIB Campus, New Delhi

Registration Details:

For details regarding registration process and other queries please contact our MDP cell at:

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