eLearning Course Title: **BRANDING & BRAND MANAGEMENT**

eLearning Course **Type: Free or Paid:** ___(Kindly specify)___Paid
If Paid, Registration Fee (including GST):- Rs **1475/-**

Course conducted by Group/ Regional Directorate Name:- __Economic Services

Name & Designation of Course Coordinator: **Rajesh Sund, Director (Economic Services)**
Course Coordinator Contact Details------8799784715

eLearning Program Start Date:_____ |

eLearning Duration: From _____ To_____

About eLearning Program (Brief One para): -

The E-Learning Course **"Branding & Brand Management"** has been formalized in a manner, by which aspiring learners, can get acquainted with the understanding of what is a Brand, what do brands do and what are the different Brand categories. It provides an outline of the various attributes that could create the Brand, its identity, image, promise and personality.

The Program covers the process by which entrepreneurs can create its own brand and gain customer loyalty, by using various Branding strategies including promotions, brand extensions, co-branding etc. It also gives a brief understanding of corporate branding, how the Brand Managers can be involved not only in the creation of the Brand but also how to manage the brand, and to measure the Value of the brand and its equity in modern times of high expectations of customers and consumers. On going through the program the learner shall not only get acquainted with the meanings and concepts of various aspects of branding and brand management but also learn why it is important for entrepreneurs to care for its creation and protect it from getting diluted.

eLearning Course Coverage (Specify Module details) :-

Module 1	**What is a Brand**
Module 2	**Branding – How to create Brand**
Module 3	**Brand Management**

Register to learn (Key Learnings' in bullet points)
- ❑ Understanding of what is a Brand
- ❑ What do Brands do
- ❑ Do Brands happen or they are made
- ❑ What do Brands stand for
- ❑ What is a Brand name and how do you select one
- ❑ Different type of Brand Categories
- ❑ What are the attributes of a brand
- ❑ How do you position your Brand
- ❑ How do you create Brand identity, image & personality
- ❑ What is Brand Promise

Register in advance for this eLearning program:

Registration Start Date:

Registration End Date:

Thanks & Regards
NPC Team

Important Instructions:- As per direction, all Group Heads/ Regional Directors are requested to strictly adhere for providing their respective eLearning Program details for uploading on NPC website & social media platforms at least 10-12 in advance.
- Kindly forward the Webinar Content (PPT /PDF) for publishing/uploading on NPC website in advance. Kindly indicate/ specify the content source i.e. APO or NPC or Others.