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Online MDP on BRAND MAPPING USING MS-EXCEL

TITLE	Online MDP on BRAND MAPPING USING MS-EXCEL
Date	Jun 06, 2020 - Jun 06, 2020
Summary	<p>The objective of MDP was to help participants who are budding entrepreneur and are responsible to manage a brand with respect to positioning, identifying threats and spot opportunities to 'flank' competitors in their target areas. MDP was conducted by Dr. Pooja, Associate Professor, RDIAS and Ms. Kamakshi, Alumni RDIAS (Batch 2016-18). Global participation augmented the energy of MDP. Image and identity is synonym of leadership, intelligence, integrity and achievement and this was deliberated during the interactions among Industry experts, entrepreneurs, academicians and students with giving relevance of Brand mapping. Speakers also explained how to create perceptual maps, research methodology to be adopted and designing of questionnaire. They further provided hands on practice of brand mapping. Ample examples illustrated to clear the concept. Participants from London, Dubai, Manchester participated irrespective of different time zones and contributed their thoughts. Brand Mapping charts and their analysis was very well covered by resource persons. Participants learnt what strategies should be implemented to compare attributes in order to achieve edge over competitors. Academicians and students were enlightened that how they can get live projects on Brand Mapping. Participants actively participated and all doubts were clarified by resource persons. They also recommended books for further reading.</p>