

Title : Three Day Online MDP on Brand Management and Brand Mapping Using Ms-Excel

Date : January 8 to January 10, 2020

Resource person : Dr. Pooja Bahl, Associate Professor, RDIAS, Delhi & Dr. Amandeep Kaur, Assistant Professor, RDIAS, Delhi

About MDP : Any successful business starts with an effective branding strategy. A brand strategy is a long-term plan that affects all facets of an organization's business. The major goal of the workshop is to translate a brand into something that customers will value and understand. The three day long Management development program will integrate the insights about the elements of brand positioning and brand mapping strategy creation to develop the brand essence. Brand Mapping is a chart used by market researchers and businesses to depict and understand how target customers view and feel about a given brand or product. These useful charts allow organizations to understand their brand or product's competitive positioning. They also allow for organizations to consider comparisons of attributes that are important to customers, and identify open areas within their markets.

Objective: To help participants who have start-ups and for those tasked with managing a brand to instantly see whether their brand is positioned rightly or not, identify threats and spot opportunities to 'flank' competitors in their target areas.

Who can participate: Startups, Entrepreneurs, Industry Experts, Market Researchers and Students with marketing specialization.

Pedagogy: MDP will involve interactive sessions, brand mapping on MS – Excel and experience sharing with doubts of the session.

Participation fee: Rs 250/ **Certificate of participation:** E- certificate to all participants.

Day 1 of MDP will be conducted by Dr. Amandeep Kaur. Day 2 by Dr. Pooja and Day 3 by Dr. Pooja and Dr. Amandeep Kaur.

Timeline of MDP: (Will be divided day wise later)

- Brand Mapping Concept, Process and Significance.
- Brand Positioning Statement; Ready Aim Brand.
- Brand Mapping Process (Slice Yourself)
- POP & POD
- Benefits of Brand Mapping.
- Tips for creating Brand Perceptual Maps.
- Research Methodology and Research Design.
- Sample Design
- Developing Questionnaire for data collection on Brand Mapping.

- Tool Introduction.
- Data Sheet Hands on Practice.
- Brand Mapping using MS Excel.
- Result Interpretation and analysis.
- Using the result in brand positioning statement and Brand Mapping to get edge over competitors.
- Create your Implementation Strategy.
- Map Yourself (QUIZ).
- Doubts Clarification

Resource Person profile:

Dr. Pooja, Associate Professor in Rukmini Devi Institute of advanced studies has 14 years of teaching experience. Her areas of interest are Brand Management, Consumer Behavior, Advertisement Management and Business Law. She has several publications in scopus, ugc care listed journals, various national and international journals and conferences in the stream of Brand Management and Consumer Behavior.

Dr. Amandeep Kaur has more than 10 years of experience in teaching and industry, currently working as Assistant professor at Rukmini Devi Institute of Advanced Studies. Her specialization is Services Marketing, Brand Management and Consumer Behavior. She is an Editor of Biannual College Magazine and has numerous publications in her account.

Registration Start Date : December 14, 2020

Registration Last Date : January 7, 2021

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