

Title : Three Day Online MDP on BRAND MAPPING USING MS-EXCEL

Date : June 17 to June 19, 2020

Resource person : Dr. Pooja Bahl, Associate Professor, RDIAS, Delhi

About : 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.

Registration Start Date : May 26, 2021

Registration Last Date : June 15, 2021

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