

PROGRAM OUTLINE

Module 1- Branding Nuances

- The Brand as an Asset
- Aligning Internal & External Branding
- Adding value to the customer

Module 2- Branding Architectures

- Practices & Dilemmas
- Supporting organization Structures
- Tools & Techniques

Module 3- Strategic Corporate Communications

- Communications as an element of strategy
- Image & Crisis Management
- Frequency & Effectiveness of Execution

Module 4- Effective Branding Practices

- Best practices from the industry
- Measuring the impact
- PR, Traditional & Social Media

TEACHING PEDAGOGY

Faculty members from IITs and IIMs will deliver key sessions. Corporate leaders, experts and practitioners from the industry will also share their knowledge and experience. Group discussions, case studies, storytelling, group activities and interactive lectures will add up to provide an ideal blend of techniques for learning and professional development. It is expected that the program will create an intellectual stimulus in the participants for higher performance.

COURSE FEE

Rs 15,000 (Rupees fifteen thousand only), Payable by Demand Draft in favor of Registrar, IIT Delhi. This course fee includes cost of registration kit, study material, certification cost, lunch and tea.

REGISTRATION

Participants are required to send duly filled registration form, along with a demand draft, drawn in favor of Registrar, IIT Delhi, payable at Delhi, to Dr Mahim Sagar, Room No.506, Department of Management Studies, Vishwakarma Bhawan, Indian Institute of Technology, Hauz Khas, New Delhi 110016, India. Alternatively candidates can register for the program by making the payment via online payment (NEFT Transfer) as per the details provided below:

Name of A/C Holder: IIT Revenue Account

Bank Account No.: 10773572622

Bank Name : SBI, IIT Hauz Khas, New Delhi

IFSC Code : SBIN0001077

ACCOMMODATION

This is a non-residential program. Participants are expected to make their own stay arrangements.

For further information,
Contact:
Deep Shree
011-26591172, +91-8826191703
branding.iit@gmail.com

Indian Institute of Technology Delhi
(Under Continuing Education Program)

Certificate Program on Branding & Corporate Communication

8th & 9th August 2015
(Two Day Program)



Program Coordinator:

Dr. Mahim Sagar
DMS, IIT Delhi

ABOUT IIT DELHI

Indian Institute of Technology Delhi (IIT Delhi) is among the country's premier institutes, a centre of Excellence for higher education, training, research and development in various aspects of Science, Engineering, Technology and Management. The institute emphasizes on research based academic deliverables, with the potential for high Industrial and societal impact.

ABOUT THE PROGRAM

This is a unique program in which participants will be exposed to innovation and emerging issues and practices of Branding and Corporate Communications. The key to building a strong corporate brand is cultivating an aligned, customer centric culture. And an organization's ability to develop such a culture defines its market success. Leading brands typically foster a culture of brand building where every employee understands their brand's promise and are prepared to help deliver on it.

Learn more about these subjects over the program, and understand how to apply the industry best practices in the context of your business.

PROGRAM OBJECTIVES:

The program will be conducted on 8th & 9th August 2015 as direct teaching sessions at IIT Delhi. This event will provide an indepth understanding of branding and corporate communications and application in real life business scenarios. The event will provide an in-depth understanding of branding and corporate communications, and application in real-life business scenarios.

- Appreciate various facets of Branding and Corporate Communications.
- Understand how to apply the elements in their specific business areas.
- Evolve the optimal communications model for their organizations.
- Share experiences and best practices with industry leaders.

WHO SHOULD ATTEND

This event has been designed for Executives involved in

- Corporate Communications
- Employee Relations
- Internal Communications
- Corporate & Brand Identity
- Employee Communications
- Brand Management
- Marketing
- Business Development
- Corporate Affairs
- Global Communications
- Brand Communications
- Public Relations
- Human Resources
- Entrepreneurs

REGISTRATION FORM

(Fill in Block Letters)

Name: -----

Designation: -----

Organization: -----

Address for correspondence: -----

-----Pin -----

Telephone: -----

Mobile: -----

E-mail: -----

Details of DD Attached:

Amount: Rs 15000/-

No. -----

Drawn on: -----