

INDIAN INSTITUTE OF TECHNOLOGY DELHI

CONTINUING EDUCATION PROGRAMME (CEP)



Executive Management Programme on Branding and Corporate Communication

**02 days Weekend Programme
(15th -16th December, 2018)**

**Programme Coordinator
Prof. Mahim Sagar**

About IIT–Delhi

The Indian Institute of Technology Delhi has a vision to contribute to the World, through its excellence in Scientific, Technical Education and Research thereby enriching industry, society and a world as a whole. The Indian Institute of Technology has an academic integrity and accountability across the country and the globe. IIT Delhi ranked 64th in QS world University rankings, 2018.

The Institute through its learning programmes and Research modules also caters to the issues of the social concern for the Nation and globally across various foreign countries, thus creating a high socio economic and industrial impact.

The Institutes also focuses on the training and development of the skill sets of the existing technical and non–technical human resource working in multifarious industries, corporate and PSUs through its various programmes and initiatives.

Programme Layout

Branding is a process required to create a distinct identity for a product in the minds of the consumers, through consistent thematic marketing activities. Branding in tends to establish a prominent and illustrious existence of the product in the market to attract and attain customers' loyalty.

On the other hand corporate communication is a process that involves management of all internal and external communications focused at developing a positive view point amid stakeholders of an organization. It can be understood as the mechanism adopted by the corporates, organizations, firms, or institutes for its employees, media, channel partners, stake holders and the general public at large to reflect consistency, trustworthiness, reliability and ethical values.

The organizations utilizes corporate communication as an effective method to elaborate their mission, vision, core activities and ethical values to the Industry integrated together achieve their long term goals and targets. The objectives of corporate communication are enumerated below:

- To foster the profile of the "**company behind the brand**" (corporate branding).
- To minimize disparity between the brand specifications and desired identity of the firm.
- To evolve and implement effective strategy on communication matters.
- To deploy internal and external support for integrated corporate goals.
- To collaborate globally with the business firms.

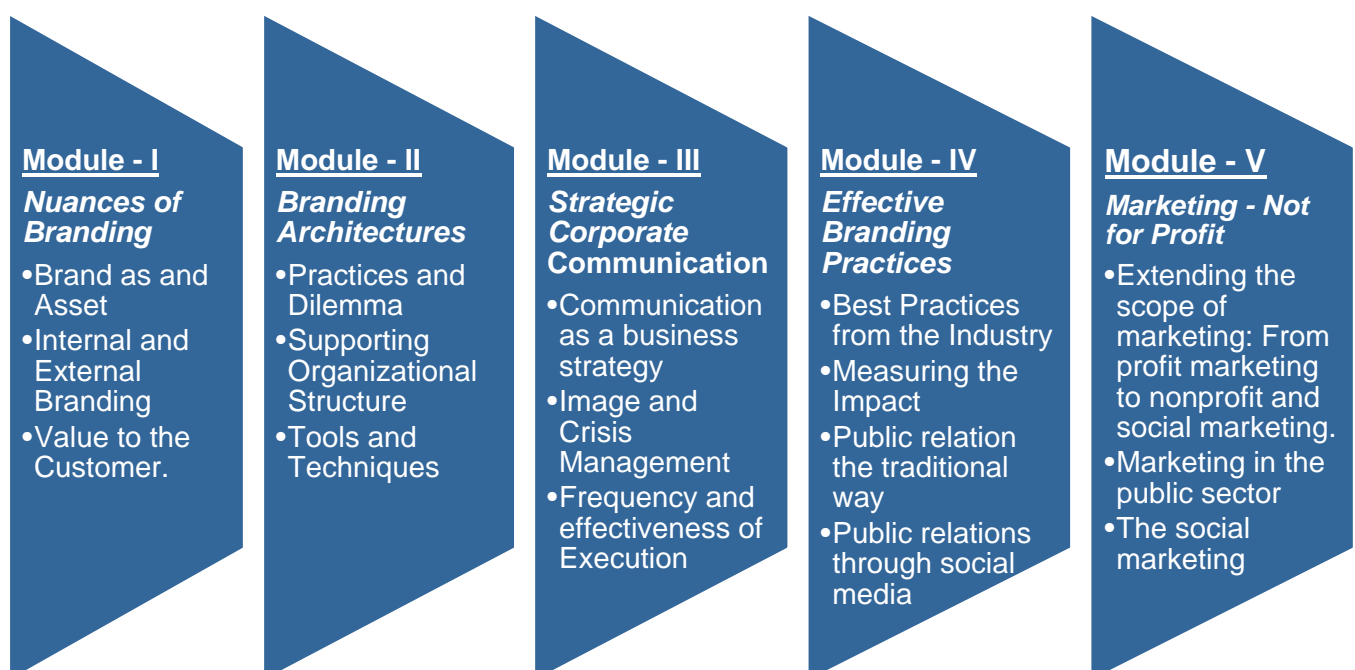
Over the years, businesses have become much more sophisticated and complicated. With the Drastic changes in technological advancements, increased outsourcing, enhanced usage of digital platforms and globalization at large, it has become imperative that business houses must incorporate strategic branding and corporate communication to maintain viability and attain sustenance in the competitive world.

The programme will focus on innovative practices of Branding and Corporate Communications and the emerging issues. To build a strong sustainable corporate brand the organizations required to cultivate a well aligned customer centric culture. Leading brands foster a culture of brand building where every employee understands their brand's image, promise and deliverables.

The programme will also help in developing business communication skills to coordinate in a better way to achieve good governance. The flow of information enable rational decision making so as to mitigate risks, building up strategies to excel in emerging global markets and to resolve problems in a more creative and innovative manner.

The objective of the programme is to develop an insight and in-depth understanding of the conceptual and applicable framework underlying branding and corporate communication that are required to sustain a competitive business. The participant will be able to evolve an optimal communication model for their organizations using the best industrial practices.

Programme Content



Teaching Pedagogy & Faculty Resource

The eminent faculty members from IITs, IIMs, leading Business Schools and Industry leaders will deliver the sessions. The sessions will be highly interactive, teaching pedagogy will be lectures, simulations, group discussions, real life case studies and problem solving.

The registration will only be confirmed after the submission of the requisite programme fee. Corporate discounts are also available for a group of 4-5 participants from a particular organization.

Who Should Attend

- Executives in Corporates.
- Entrepreneurs.
- Startups.
- Business Houses & Family Business.
- PSUs or Autonomous Institutions' Managers.

Eligibility Criteria

- Graduate in any Discipline with good academic record.
- Participants with Work experience in the relevant field will be preferred.

Selection Process

- Fill in the online Registration form
- The participants will be required to submit the requisite fee and enroll for the programme.
- The fee can be submitted through DD / NEFT / RTGS.

How to Apply

The participants are required to submit online registration form on or before **3rd December 2018**, for filling up the registration form please visit <https://docs.google.com/forms/d/1QK73ca3u-Y9oW-OBiyEs-ytDxjRdhwelKTmn4R4eI2I/edit>

Venue

IIT Delhi Campus.

Programme Fee Structure

The Programme fee will be **Rs. 17,700/-** (Rs. 15,000/- + GST @18%).

Corporate discount available for a Group of candidates from a particular Organization.

Last Date for submission of fee is **10th December 2018**.

Mode of Payment

The fee can be paid through DD in favour of “**IITD CEP ACCOUNT**”, payable at Delhi. For online payment and account details please visit: <http://cepqip.iitd.ac.in>

Programme Duration

02 days weekends Programme
(15th – 16th Dec 2018)

Certification

The Participants will be awarded a “**Certificate of Participation**” from IIT Delhi after successful completion of the programme.

Whom to contact

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www.iitd.ac.in under Latest News, info @ IITD, cepqip.iitd.ac.in under upcoming programmes.