

GANPAT UNIVERSITY
CENTRE FOR MANAGEMENT STUDIES AND RESEARCH
BRIDGE COURSE ON BRAND MANAGEMENT

A Bridge course on Brand Management was organized for students who have taken admission to MBA programs at CMSR. 34 students had registered for the course, and completed the course successfully.

It commenced from June 15 and continued till June 21, 2020. The students were led through various steps that lead to successful branding, including brand elements like brand name, logo, tag line, jingles and integrated marketing communications. At the end of the course, each student gave presentations in the brand they had conceptualized.

Content of Bridge course on Brand Management

Day 1: Enter the World of Brands: What is brand, difference between product and brand, benefits of branding.

Day 2: Its all in the name: Creating winning Brand names and logos, examples from leading brands.

Day 3: Communicating your offering: Tag lines, jingles, characters and symbols, color psychology.

Day 4: Plan a successful Brand: Brand Image, Brand Identity, Brand Associations, Brand Equity.

Day 5: Grow your brand: Brand Positioning & Repositioning, Brand Extension.

Ganpat University Centre for Management Studies and Research

Rated 5 Star by Govt. of Gujarat for GRADUATION OUTCOMES GSIRF 2020

Pre-Masters Bridge Course
Brand Management

MBA - Agribusiness | MBA - Pharmaceuticals | MBA - Financial Services
MBA - International Business | MBA - Business Analytics
MBA - Logistics and Supply Chain Management | MBA - Start Up & Entrepreneurship

Program Objectives:
This course is designed to Fast-track your MBA experience by learning the basics of brand management.

Who can Attend?
Final Year Students of Any Stream

Outcomes of the Bridge Course:
This will develop an appreciation of leading brands and understand the process of creating a successful brand.

Topics to be Covered:

- Enter the World of Brands
- It's all in the name
- Communicating your offering
- Plan a successful Brand
- Grow your brand

E-Certificate:
Certificate will be issued to only those students who attend atleast 80% online course.

Where to Register?
<https://bit.ly/15JUNE2020-cmsr-mba>

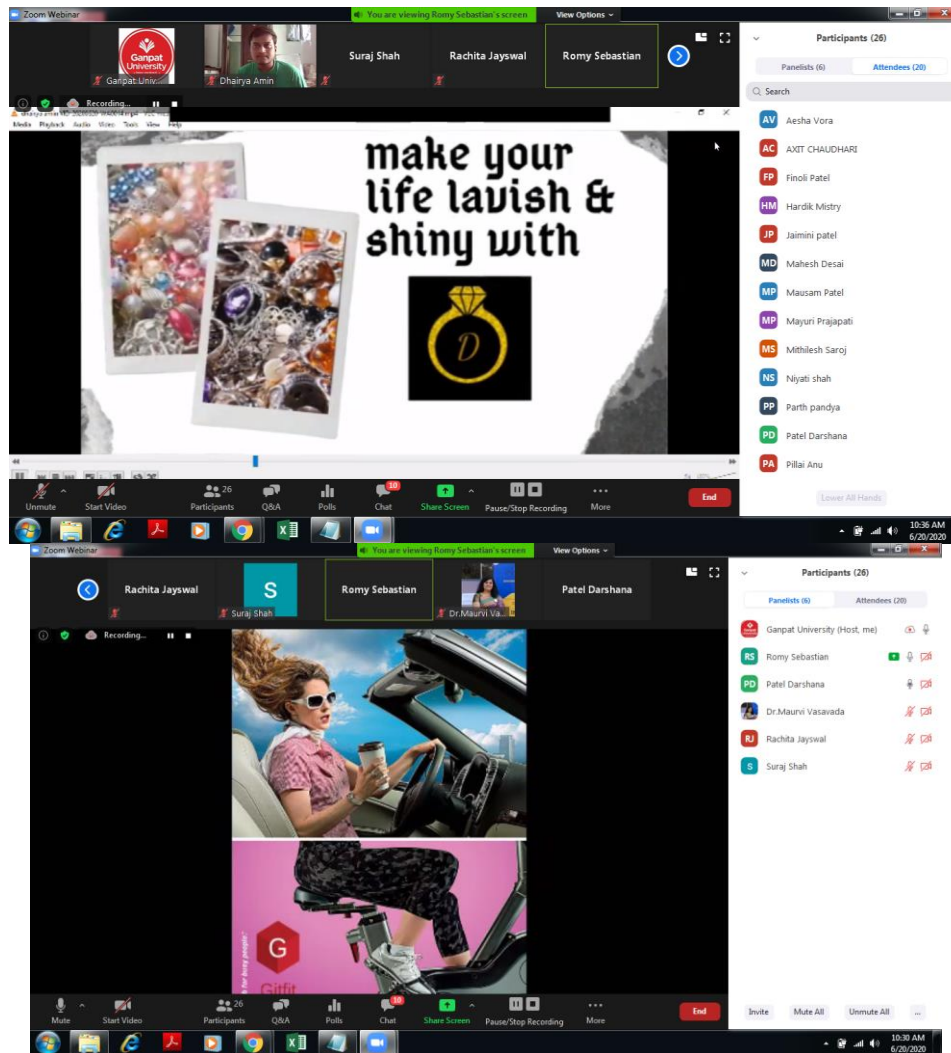
For More Details:
Romy Sebastian
Mo.: 9898081375

15 to 20 June 2020
10.00 AM to 11.00 AM

Free Registration
Free Learning
Free Certificate
Free Study Material

Toll Free No. 1800 233 12345
www.ganpatuniversity.ac.in

Ganpat Vidyanagar-384012,
Mahesana Gandhinagar Highway,
SH 73, Dist. Mahesana, Gujarat, India



LIST OF STUDENTS ATTENDED BRIDGE COURSE ON BRAND MANAGEMENT

Sr. No.	Name of Student	Program
1	Priya Kelaiya	MBA (International Business)
2	Prajapati Mayuri jagdishbhai	MBA (International Business)
3	Pillai Anu	MBA (Pharmaceuticals)
4	Patel Rinal Dineshbhai	MBA (Financial Services)
5	Sheril Siraj Panjwani	MBA (Pharmaceuticals)
6	Priyal Paresh Shah	MBA (International Business)

7	PRIT CHOKSHI	MBA (Business Analytics)
8	SAROJ MITHILESH LOLARAKHNATH	MBA (Pharmaceuticals)
9	Patel Darshana	MBA (International Business)
10	Parth pandya	MBA (Business Analytics)
11	MANTHAN DAVE	MBA (Pharmaceuticals)
12	VORA AESHA DEVNGBHAI	MBA (Business Analytics)
13	Patel Viraj	MBA (International Business)
14	Shah prarthna	MBA (Financial Services)
15	Hardik mistry	MBA (International Business)
16	Mausam Patel	MBA (Agribusiness)
17	Vivek Gopani	MBA (Agribusiness)
18	Jaimini kamleshbhai patel	MBA (Agribusiness)
19	DHAIRYA JANAKRAY AMIN	MBA (International Business)
20	Parth pandya	MBA (Business Analytics)
21	AXIT KANJIBHAI CHAUDHARI	MBA (Agribusiness)
22	Patel Finoli	MBA (Financial Services)
23	Hardik mistry	MBA (International Business)
24	Vinayak prajapati	MBA (Pharmaceuticals)
25	Patel jay	MBA (International Business)
26	Abhi kishorbhai akhani	MBA (Pharmaceuticals)
27	Yogendra kumar	MBA (Agribusiness)
28	Patel kripal	MBA (Financial Services)
29	Patel Margish	MBA (Business Analytics)
30	Fenny Javia	MBA (International Business)

31	Aditi MahendraSingh Rajpurohit	MBA (Pharmaceuticals)
32	Shah Khyati	MBA (Pharmaceuticals)
33	Mukesh kumar	MBA (Agribusiness)
34	Prince patel	MBA (International Business)