

INTENSIVE 12 CREDIT HOUR VIRTUAL CERTIFICATION COURSE ON

BRAND DEVELOPMENT

BY KANISKA CHAKRABORTY



Kaniska Chakraborty, or KC as he is known, is a brand and communication professional with significant experience. He has worked in markets across the SAARC region in the space of advertising, research and brand management. He has engaged with brands such as Lux, Sunsilk, Close Up, Lipton, Coca Cola, Parachute, Tata Steel, The Telegraph, Exide batteries, Eveready torches and lights, Keo Karpin hair oil, ITC Hotels, Amanda Bazaar Patrika, The Daily Star, Dhaka Tribune, Bellissimo ice cream, Pepsi, bKash among others.

He brings on board exposures to various cultures and constantly tries to associate his learning to his work.

VIRTUAL PLATFORM: ZOOM**REGISTRATION DEADLINE****11TH FEBRUARY, 2021 (THURSDAY)****REGISTRATION FEE****BDT 6,000/-****bKash : 01788-677-566****NAGAD : 01788-677-566**

*Merchant Account

CONTACT INFO:**+880 1732 040 379****training@bangladeshbrandforum.com****STARTING FROM
FEBRUARY 12, 2021****TIME: 06:30 PM - 08:00 PM**



Every student coming out of a B School has an in-depth knowledge of marketing, communication and brands thanks to the theories they study. In our experience, they encounter a rude shock when they start working as real world is significantly different than what the text books tell you. The complexities, the realities, the parameters are different. There is very little common across categories and markets. Hence, a grounding in reality is essential after the learnings in an educational institute.

The purpose of the course would be to give a practical overview of brand and communication, keeping in mind the vagaries of market and fickleness of consumers. To take learning's beyond text books and definitions and look at practical applications.

We will use a combination of lectures and workshops to install reality and practicality of brand and communication skills for young professionals.

REQUIREMENTS

A graduate degree. Work experience is optional.

COURSE OUTLINE

An overview of brands - evolution, history, role in society, role in life

Why are brands so strategically important for business?

The tools of branding - equity, identity, architecture, archetype

How are brands valued? Tangibles vs intangibles

The importance of briefs and translating insights into briefs

*Each section will have ample examples

*Each session will end with workshop style assignments

COURSE SCHEDULE

Session No.	Date	Time
1	February 12, 2021 (Friday)	06:30 PM - 08:00 PM
2	February 18, 2021 (Thursday)	06:30 PM - 08:00 PM
3	February 19, 2021 (Friday)	06:30 PM - 08:00 PM
4	February 25, 2021 (Thursday)	06:30 PM - 08:00 PM
5	February 26, 2021 (Friday)	06:30 PM - 08:00 PM
6	March 04, 2021 (Thursday)	06:30 PM - 08:00 PM
7	March 05, 2021 (Friday)	06:30 PM - 08:00 PM
8	March 11, 2021 (Thursday)	06:30 PM - 08:00 PM