



Ministry of Education (Siksha Mantralaya), Govt. of India

funded course on

**CREATING AND MANAGING BRANDS IN THE DIGITAL ERA FOR
DIGITAL NATIVES**

under the aegis of

Global Initiative of Academic Networks (GIAN)

organized by

National Institute of Technology Durgapur

during 26th May – 6th June, 2025.

Overview

This course looks at branding from the perspective of the consumers in digital era, and provides a framework that identifies, defines, creates, and measures brand equity. Using insights from both theory and experiences from a variety of industries, the course draws on illustrative examples and case studies of brands marketed all over the world. There will be a greater focus on digital branding to help you take advantage of the exciting new opportunities and daunting challenges brands offer for and face in connecting with today's consumers who are also labelled by some as digital natives. Participants study and evaluate specific elements of the brands that distinguish, differentiate and give rise to national, multi-national and global brands and their outcomes in the context of digital era.

Objectives

Through this course the participants will gain insight on various perspectives of branding that are relevant in today's digital era.

- Create and design key brand elements and brand architecture including the brand promise, brand purpose, brand identity, and brand reputation.
- Conduct a brand audit and apply the learnings of the audit to develop appropriate brand strategy.
- Develop a brand communications plan.
- Analyze historical and contemporary national, multiregional and global brand programs and their application to the brand strategy and brand equity.

Dates	26th May – 6th June, 2025. <i>[There will be no sessions on 31.05.2025(Saturday) & 01.06.2025(Sunday)]</i>
Venue	Lectures will be delivered in In-Person mode at NIT Durgapur.
Topics	<ul style="list-style-type: none">• Digital Era, Digital Native, Science of Branding, Brands Vs Products.• Importance of brands for consumers and firms, Branding commodities, Challenges and opportunities associated with brands and branding.• Brand decision making.• Brand Equity, Sources of Brand Equity, Brand Knowledge, Customer-Based Brand Equity.• Brand Value Pyramid, Identifying and establishing Brand Positioning, Brand Mantra.• Introduction to brand valuation.• Brand Elements, Selection Criteria for Brand elements.• Options and Tactics for Brand Elements: URLs, LOGO, symbol, Character, etc. Legal considerations for Branding.• Branding of services.• Building a strong Brand

- Four step process, Brand Saliience, Brand Imagery, Brand Performance, Brand judgements, Brand Feelings, Brand Resonance, Brand value Chain, Value stages.
- Brand valuation-Methods and Approaches -I.
- Brand building Via online games, Changes in Digital Consumer's decision journey, Branding online retailing, Loss of control over Brand message, Co-creating brand meaning, Brand engagement and its drivers.
- Brand engagement Pyramid, Managing negative brand engagement, Digital Brand management Structure.
- Insights on Brand success.
- Creation of brand associations, Assessing impact on existing brand knowledge.
- Co-branding, Ingredient branding, Brand alliances, Endorsers and events.
- Brand valuation-Methods and Approaches -II.
- Brand Audit, Brand Inventory, Brand Exploratory, Brand Personas.
- Designing Brand Tracking Studies, Brand Equity Management system, Brand Charter.
- Insights on Brand failures.
- Developing a brand architecture, Brand-product Matrix.
- Designing Brand hierarchy, and Brand Portfolio, Corporate branding.
- Practical example and case study on brand valuation.
- New product and brand extensions, Advantages and disadvantages of Brand extension.
- Scoring Brand extensions, Sustaining and Growing Brand.
- Group project work presentation.
- Reinforcing Brands, Managing Brand Consistency.
- Developing a Brand Report card.

You Should Attend If...

- **Faculty members** and **PhD Research Scholars** from academic institutions/universities associated with management and social sciences disciplines.
- **Students** from academic institutions/universities enrolled for the Bachelors/Masters programs in management and social sciences disciplines.
- **Mangers/executives** from industry who are involved in marketing, and decision making.

Fee

The registration fees for the course are as follows:

Participants from abroad: US \$400.

Participants from India:

a.Students (UG/PG) / Research scholars: Rs.2000.

b.Faculty: Rs.4000.

c.From Industry: Rs.5000.

The registration fee includes kit, instructional materials, internet facility, & lunch. The fee does not include accommodation.

No refund of registration fee will be made.

Mode of Registration: Registration fees are required to be credited directly via National Electronic Funds Transfer (NEFT) to “**CEP NIT DURGAPUR**” bearing **Account. No. 37850318679, STATE BANK OF INDIA, NIT CAMPUS, DURGAPUR, IFSC Code: SBIN0002108.**

Complete the registration process by filling the required details in the link given below:

<https://forms.gle/kCrziWxtzBSrU4Zq8>

The last date of registration is 30th April, 2025.

The number of participants for the course is limited to fifty.

The Faculty



Prof. Sanjaya S. Gaur

Prof. Sonjaya Singh Gaur is a Professor of Marketing (Clinical) at New York University, with over 30 years of global academic experience across 12 countries in four continents. He has initiated various academic programs at all educational levels. Prof. Gaur is active in research, serving as Marketing area Editor and Associate Editor for the Journal of Asia Business Studies and on editorial boards of leading journals. His research spans behavioural studies and firm-level issues impacting strategy. He has published extensively, received multiple "best paper" awards, and consulted for major multinational corporations, including GSK, HSBC, and Johnson & Johnson. His extensive governance experience includes serving as a Director on the board of the Bank of India (NZ) Limited from 2012 to 2017.



Prof. Avijan Dutta

Prof. Avijan Dutta, an IIM-A graduate with PhD from Jadavpur University, has more than 23 years of teaching experience in undergraduate and post graduate teaching, and 6 years of Industry experience. He has published several articles in leading National and International journals. Prof. Dutta has attended several International and National conferences and was awarded as outstanding researcher on a number of occasions. He has delivered lectures as a resource person in a number of Faculty Development Programs. He has also conducted Management Training Programs for organization like Reliance, Birla Cements, Indian post Office, Indian oil etc.



Dr. Neelotpaul Banerjee

Dr. Neelotpaul Banerjee is an Associate Professor at Department of Management Studies, NIT Durgapur. He secured the first position in the University in his post-graduation (MBA) examination, for which he received a gold medal from the University. His research papers have been published in various international journals, and presented in international conferences. Beyond the classroom Dr. Banerjee engages in consultancy, collaborative research projects, and share his insights in FDPs and MTPs.

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