

## Certificate Course in Brand Management



Source: <https://www.edx.org/course/brand-management>

### Course Content

- Introduction to Brand Management
- Brand Strategies
- Sustaining a brand overtime
- Brand failures
- Case studies on branding.

### Scope

- Plan successful brand
- Grow a brand
- Learn how to brand 360 degrees for a product
- Develop a Valuable and Lasting Brand

### Career Opportunities and Employability

Brand management is a set of strategies which are implemented by the company for building up brand equity and brand value. It is a continuous process which assesses the alignment of a brand to an organization. Brand management includes various communication tools which enable an effective way to portrait the brand in between thousands of products. The success of the brand completely depends on the efficient brand management system of the company. A strong brand increases the profit ratio, attracts the consumers and protects the company in any difficult situation.

Students can work in the field as brand managers, advertisers, brand analyst, marketing manager, and entrepreneur.

Ms. Shweta Dubey  
Course Coordinator



PRINCIPAL

SHETH T.J. EDUCATION SOCIETY'S  
SHETH N.K.T.T. COLLEGE OF COMMERCE &  
SHETH J.T.T. COLLEGE OF ARTS, THANE (W)