

BIRLA INSTITUTE OF LIBERAL ARTS AND MANAGEMENT SCIENCES

BRAND POSITIONING

DURATION : 4 MONTHS (16 WEEKS - 32 CLASSES)

➤ MODULE 1: GENERAL IDEA OF BRAND POSITIONING

- **BRAND AND BRAND POSITIONING**
- **SHORT AND LONG-TERM BRAND POSITIONING**
- **BRAND POSITIONING AND MARKETING**
- **BRAND POSITIONING AND ENTREPRENEURSHIP**

➤ MODULE 2: BRAND POSITIONING AND PUBLIC RELATIONS

- **GENERAL IDEA OF PUBLIC RELATIONS**
- **PUBLICS IN PUBLIC RELATIONS**
- **PUBLIC RELATIONS AS A TOOL OF BRAND POSITIONING**
- **BRAND POSITIONING AND CORPORATE SOCIAL RESPONSIBILITY**

➤ MODULE 3: BRAND POSITIONING AND ADVERTISING

- **GENERAL IDEA OF ADVERTISING , TYPES OF ADVERTISING**
- **ADVERTISING AS A TOOL OF BRAND POSITIONING**
- **BRAND POSITIONING AND MEDIA RELATIONSHIP**

➤ MODULE 4: BRAND POSITIONING IN CHALLENGING SITUATION (IN REFERENCE TO CURRENT PANDEMIC SITUATION)

- **GENERAL IDEA ON PROBABLE CHALLENGING SITUATIONS**
- **CRISIS MANAGEMENT**
- **BRAND POSITIONING AND CRISIS MANAGEMENT**
- **PR AND ADVERTISING FOR BRAND POSITIONING IN CHALLENGING SITUATION**

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