

Symbiosis Centre for Management Studies NOIDA

(A constituent of Symbiosis International University, Pune)



Announces

FDP

On

Advertising & Branding

from

14th to 20th June 2015

Venue:

Symbiosis Centre for Management Studies

Block 'A', Plot No. 47-48, Sector-62, NOIDA-201301, INDIA.

Tel: +91-120-2405065/67.

Website: www.scmsnoida.ac.in

About Symbiosis

Symbiosis was founded by visionary Padma Bhushan Prof. (Dr.) S. B Mujumdar in the year 1971. Based on the principles of Vedic thought of 'Vasudev Kutumbakam', today Symbiosis has emerged as one of India's leading educational institutions imparting quality education with an International flavor. The global family of Symbiosis epitomizes the motto, "*Promoting International Understanding through Quality Education.*"

About Symbiosis Centre for Management Studies-NOIDA:

Symbiosis Centre for Management Studies, NOIDA, an off campus institute of Symbiosis International University, Pune began its operations in 2010. Based in the National Capital Region, it is currently offering quality education at graduate level for the convenience of students of North India. We believe that true leaders are defined more by action than by position and title.

About the FDP

Faculty Development is a continuous process of enhancing and promoting any form of academic scholarship in individual faculty member. Faculty Development Programs of Symbiosis are aimed at maintaining and improving the professional competency of faculty members working in B-schools of universities and private institutions within India and abroad. Our FDPs enable the faculty to update themselves with the advanced teaching techniques, learning methods and in conducting research activities.

SCMS-NOIDA is organizing a Faculty Development Program (FDP) on '**Advertising and Branding**' for Research Scholars, Academicians, Corporates and students in Management and Social Science areas. The high-impact and intensive seven-day FDP will be held from 14th – 20th June 2015 at SCMS campus in NOIDA. The SCMS-N FDP will provide a hands-on advertising experience to the participants and add on to their conceptual knowledge. This will help in significant contribution to the management education via developing their creative skills and taking managerial decisions. Faculty need to look at this field in different ways so that the teaching is experiential and meaningful. The aim is to support

faculty to create relevant learning opportunities for students of advertising and branding.

Key Highlights

The key highlights of the FDP are:

- ✚ Hands on training sessions on advertising and branding.
- ✚ How to develop decision-making skills in this creative yet commercial field.
- ✚ How to get students to assess advertising works.
- ✚ How to build power brands
- ✚ Getting students think out of the box

Tentative Technical Schedule

Day 1	14th	Morning	Introductory and welcome session
	June	Evening	Evolution of the Indian Consumer
Day 2	15th	Morning	Advertising Effectiveness
	June	Evening	Campaign designing
Day 3	16th	Morning	Advertising Budget
	June	Evening	Critical Analysis of various Advertisements
Day 4	17th	Morning	Brand Management
	June	Evening	Branding Strategies
Day 5	18th	Morning	Brand Building
	June	Evening	Brand equity
Day 6	19th	Morning	Brand Positioning & Re-positioning
	June	Evening	Brand Valuation
Day 7	20th	Morning	Rebranding
	June	Evening	Valedictory Session

ALL PARTICIPANTS WILL BE AWARDED CERTIFICATE OF PARTICIPATION.

Resource Persons

The course content will be delivered from a pool of experts on the subject from reputed academic institutes. Apart from academic institutions, experts from advertising industry will supplement the practical aspects of the course contents. The list includes renowned personalities like:

- Dr Tapan Panda, Dean School of Management, BML Munjal University.
- Dr Ashish Sadh, Associate Professor, IIM Indore.
- Dr Bilal Mustafa Khan, Associate Professor, Aligarh Muslim University.
- Mr. Rajdeep Sardesai, Consulting Editor, India Today Group.
- Mr Jaideep Dagat, Senior General Manager, Dainik Bhaskar Group.

For Whom

The FDP is open to Academicians, Research Scholars and Professionals. The total number of external participants shall be restricted to 25.

Participation Fees

Academicians/ Faculty members	Rs 7500
Research Scholars	Rs 5000
Students	Rs 4000
Corporate	Rs 9000

All delegates are required to register for the FDP as per the details. Fee is payable either by DD in favor of ‘Symbiosis Centre for Management Studies, NOIDA’ payable at NOIDA. The payment should be sent to the Symbiosis Centre for Management Studies, NOIDA and should be accompanied by the filled delegation Registration form latest by 5th June, 2015. Payments can also be done via online banking / NEFT. The details are as under:

A/C Holder Name	Bank Name	Bank Address	Bank A/C No	IFSC Code
SCMS RECEIPT A/C	BANK OF INDIA	Sector 62, NOIDA	712210210000013	BKID0007122

Note: Fee includes meals and tea/coffee in between the sessions and provision of course material. Outstation participants have to make their boarding and lodging arrangements at their own cost. However, assistance will be provided on request to avail these facilities near the place of FDP.

FDP on Advertising & Branding

(14th to 20th June 2015)

Organized by

Symbiosis Centre for Management Studies NOIDA

(A constituent of Symbiosis International University, Pune)

Registration form

(to be filled in Capital letters)

NAME OF THE APPLICANT (DR./ MR./ MS.):

DESIGNATION:

COMPANY/ INSTITUTE/ UNIVERSITY:

ADDRESS:

CITY: STATE: PIN:

TELEPHONE: (WITH STD CODE) FAX:

MOBILE: E-MAIL:

REGISTRATION FEES DETAILS: AMOUNT:

DEMAND DRAFT NO./ RECEIPT NO.:

NEFT BANK A/C NO.: IFSC CODE:

BANK
NAME: BRANCH:

A/C HOLDER NAME: A/C TYPE:

Date:

Signature:

JOURNAL OF GENERAL MANAGEMENT RESEARCH

Journal of General Management Research is a bi-annual journal peer reviewed published by SCMS NOIDA in collaboration with Bloomsbury Publishing India Pvt. Ltd. The journal is committed to publishing scholarly empirical and theoretical research articles that have a high impact on the management field as a whole

Editorial Board

Chief Mentor

Padma Bhushan Prof. (Dr.) S. B. Mujumdar

Founder and President, SYMBIOSIS

Hon'ble Chancellor, Symbiosis International University (SIU).

Mentor

Dr. Vidya Yeravdekar

Principal Director, Symbiosis.

Editor-in-Chief

Dr. Shrirang Altekar

Director, SCMS - NOIDA

Managing Editor

Dr. Anubha Vashisht

Associate Editors

Dr. Kriti Priya Gupta

Dr. Sunita Dwivedi

Dr. Bharti Wadhwa

Members - Editorial Board

Dr. Sunando Sengupta

Associate Professor, Department of Accounting, Finance and Economics, College of Business, Bowie State University, Bowie, MD, United States.

Dr. Sridevi Shivarajan

Visiting Assistant Professor, School of Business Rutgers, The State University of New Jersey, New Jersey, USA.

E. M. Ekanayake, Ph.D.

Associate Professor, School of Business, Bethune-Cookman University, Florida. United States.

R. O. Salawu, Ph.D.

Associate Professor, Department of Management and Accounting, Obafemi Awolowo University, Ile-Ife, Nigeria, United States.

Nelson Perera, Ph.D.

Associate Professor, Deputy Dean, Sydney Business School, University of Wollongong, Australia.

Members - Advisory Board

Dr. Rajni Gupte

Pro Vice Chancellor, SIU.

Prof. Lalit Kathpalia

Director, Symbiosis Institute of Computer Studies and Research (SICSR), Pune.

Prof. V. P. Kakkar

Professor, Amity International Business School, NOIDA.

Prof. (Dr.) Mona Khare

National University of Educational Planning and Administration (NUEPA), New Delhi.

Dr. K. L. Chawla

Former Professor, Fore School of Management, New Delhi.

Mr. Sutanu Sinha

Senior Academic Director, Institute of Company Secretaries of India (ICSI).

Dr. Alison Pearce

Senior Lecturer, Strategic Management & International Business, Programme Leader, International Exchange Partnerships, Programme Leader, Combined Business Credits, Affiliate Professor at Grenoble Ecole de Management, Newcastle Business School, Northumbria University, UK.

Mr. Tej Kalia, DBA

Associate Professor, Dept. of Business Administration & Economics, Worcester State University, Worcester, MA United States.

Dr. Ranjeet Mehta

Secretary & Head Infrastructure, Energy, Housing and Urban Development, PHD Chamber of Commerce and Industry, New Delhi.

Dr. K. K. Bagchi

Professor, Department of Economics University of North Bengal, Darjeeling.

Subscription Details

For the print/online subscription of the journal, please contact the Editor-in-Chief at journal@scmsnoida.ac.in

