INSTRUCTOR PROFILE

Mariam Cassim has an MBA degree from IBA. She also holds the honor of being the Silver Medalist of her Batch which proves her academic excellence. She is a marketing professional and has 3 years of experience with the FMCG sector. She has worked for some of the leading FMCGs including Colgate Palmolive and Johnson & Johnson. Her areas of interest include Brand Management, Consumer Behavior and Advertising. She has a passion for marketing and wants to instill the same zeal in her students.

COURSE DESCRIPTION:

Are you passionate to be a part of this Glamorous world of Marketing? If yes, then this course is the right choice for you.

This is a beginner level course that assumes little or no previous knowledge of Marketing or Brand Management. Passion for Marketing is the only Pre-requisite for this course. This course is designed to explore the fundamental concepts & various dimensions of Brand Management. Class room knowledge will be coupled with lives examples from industry which will make the course very interesting for the students.

LEARNING OUTCOMES:

By the end of the short course, students will develop an understanding of:

- Core concepts of Branding
- Brand Building process
- Branding strategies
- Basics of Consumer Behavior and its link with Brand management
- Problem solving by application of Brand concepts
- Common mistakes Brand Managers make & how to avoid them
**Teaching Methodology:**

The Teaching Methodology will incorporate both theoretical and practical learning. The Pedagogical tools will include multimedia presentations, Audio Visual Lectures, live examples, complimentary reading, case study analysis and problem solving. Each session will be very interactive & students will be encouraged to apply critical thinking. Students will be given short assignments and reading material to strengthen their grip on the course.

**Course Duration:**

Date: 8th July – 31st July, Tuesdays & Thursdays, 11 am – 2 pm, **Main Campus** (8 classes)