

EXECUTIVE DIPLOMA IN BRAND MANAGEMENT



Course Description

Brand management has become one of the most important aspects of business strategy. Brands are often a central organizing principle of successful organizations guiding decisions and actions. Whether you're a brand marketer, business leader, or entrepreneur, this certificate program provides an essential framework to build and manage a great brand. Through the coursework, you will define the foundational building blocks for your brand purpose by understanding the target audience and crafting integrated marketing communications.



**Duration : Regular (1 Year)
Fast Track (3 Months)**



**Eligibility:
12th Pass/Above**



**Work Experience:
2 Years**

The right & deemed fit students will be provided with 100% placement assistance



ABOUT US

N.I.M.S is a division of Norwich Group based in South India for more than a decade. Norwich Institute of Management Studies helps in training, online courses and online exams. All the Certificates are affiliated from International Council of Distant Education (ICDE). All the online courses and exams will be well monitored by the institution and, the provided certificates are ISO certified and can also be used for International Travel and study based programs.

Our Subjects

- Essentials of Management
- Brand Management
- Consumer Behaviour
- Marketing Management
- E- Business

Exam & Duration:

Online Exam: 2 hours/paper

Total Fees For Indian Residents : Rs. 33040

Total Fees For Foreign Residents : US \$ 560