

Event Details	
Event Name	Value Added Course
Topic	Crafting Brands in digital Era: Strategies for success
Date	2024 -05-01 to 2024 -05-08
Mode	Offline
Venue	Class Room
Organizer Name	Chitkara Business School
Resource Person	Dr.Nitish Arora Assistant Professor
No. of Participants	16
SDG No	SDG 4: Quality Education , SDG 8: Decent Work and Economic Growth , SDG 9: Industry , Innovation and Infrastructure

Objective :

- Comprehensive Understanding of Digital Branding
- Strategic Application of Digital Marketing Techniques
- Awareness of Emerging Trends and Technologies
- Hands-on Experience and Skill Development
- Critical Thinking and Problem -Solving

Description :

Crafting Brands in the Digital Era: Strategies for Success is a value-added course designed to equip students with the knowledge and skills necessary to thrive in the dynamic landscape of digital branding . In today's interconnected world , where consumers are inundated with choices and information , the ability to create and manage a strong brand presence is essential for businesses seeking to stand out and succeed . This course delves into the intricacies of branding in the digital age , offering students practical insights and strategies to build and maintain compelling brands that resonate with modern consumers . The course begins by exploring the fundamentals of branding , providing students with a comprehensive understanding of what constitutes a brand and why it is important in today's marketplace . Students will learn about the key elements of branding , including brand identity , positioning , and differentiation , and how these concepts translate into the digital realm . Through case studies and real-world examples , students will gain insight into successful digital branding strategies employed by leading companies across various industries . As the course progresses , students will delve into the nuances of digital media and its impact on branding . They will explore the role of social media , content marketing , and influencer partnerships in shaping brand perception and driving engagement . Through hands-on exercises and projects , students will have the opportunity to develop their

Outcomes :

- Capacity to Create Successful Digital Branding Plans

- Competence with digital marketing tools and strategies
- Knowing Market Trends and Consumer Behavior
- Capacity to Adjust to New Trends and Emerging Technologies
- Virtual reality and artificial intelligence's significance in today's world



Nitish Sir while delivering the session (03.05.2024)



Dr.Nitish Arora interacting with students (03.05.2024)



Dr. Nitish Arora with faculty and students after successful completion of VAC course .(08.05.2024)



Students engaged in learning process (03.05.2024)