



MANIPAL UNIVERSITY
JAIPUR

MUJ/Q&C/021/F/1.01

Event Report Format



MANIPAL UNIVERSITY
JAIPUR

FACULTY OF MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS & COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

“Brand Positioning”

24th August, 2023

Dr Narendra Singh Bhati

HoD, BBA



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1. Introduction of the Event

The curriculum-based industry expert lecture was conducted on “Brand Positioning”. If a product is positioned well in the market, it becomes easy to sell the product and get benefited. It is important for a student of marketing in particular and as a student of business student in general to position the brand.

2. Objective of the Event

The objective of the guest lecture was to make students aware of the knowledge and process of brand positioning.

3. Beneficiaries of the Event

Students of BBA.

4. Details of the Guests

Mr. Mohit Badaya
Founder- Betasaurus, Startup & Marketing Consultant

5. Brief Description of the event

Mr. Mohit Badaya, Founder- Betasaurus, Startup & Marketing Consultant while addressing the students on the topic” Brand Positioning” discussed the concept and importance of brand. He discussed what is brand positioning and how to position a brand so that it can market well. He also shared different strategies of brand positioning.

6. Program Schedule

Date : 24th August, 2023
Timing: 10:30 AM-12:30 PM

7. Lecture Plan

Lec. No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
I	Introduction and Course Hand-out briefing	To acquaint and clear teachers' expectations	Lecture and Discussion	NA	NA



		and understand student expectations			
2	Product Concept: Features, Product decision	Understand about the concept of product and various decision associated with product	Lecture and Discussion	BB2149.1	Class Activity, Mid Term I & End Term
3	Product Classification	Understand various types of product on the basis of various criterias	Lecture and Discussion	BB2149.1	Class Activity, Mid Term I & End Term
4	Product Levels & Mix	Analyse various levels of product and product mix	Lecture and Discussion	BB2149.1	Class Activity, Mid Term I & End Term
5-6	Product Life Cycle	Examine different stages of product life cycle and its various strategies	Lecture and Discussion	BB2149.1	Class Activity, Mid Term I & End Term
7-8	New Product Development	Examine concept and various stages of new product development	Lecture and Discussion	BB2149.1	Class Activity, Mid Term I & End Term
9-10	Activity	Analysing above mentioned topics	Discussion	BB2149.1	Class Activity, Mid Term I & End Term
11	Introduction to Brand Management	Understand the concept, features and types of brand	Lecture and Discussion	BB2149.2	Class Activity, Mid Term I & End Term
12	Branding challenges and opportunities	Understand different Branding challenges and opportunities	Lecture and Discussion	BB2149.2	Class Activity, Mid Term I & End Term
13	Creating brand identity	Examine the concept, elements of brand identity creation	Lecture and Discussion	BB2149.2	Class Activity, Mid Term I & End Term
14	Aaker model of brand identity	Analyse Aaker brand identity model	Lecture and Discussion	BB2149.2	Class Activity, Mid Term I & End Term



15	Brand Identity prism and brand identity benefits	Examine Brand Identity prism and brand identity benefits	Lecture and Discussion	BB2149.2	Class Activity, Mid Term I & End Term
16	Understanding & Measuring Brand Equity	Understand brand equity concept, features and benefits and challenges	Lecture and Discussion	BB2149.2	Class Activity, Mid Term II & End Term
17	Brand Equity at Different Hierarchical Levels	Analyse the Brand Equity at Different Hierarchical Levels	Lecture and Discussion	BB2149.2	Class Activity, Mid Term II & End Term
18	Brand Image Constellation and Customer based Brand Equity	Understand brand image Constellation and Customer based Brand Equity	Lecture and Discussion	BB2149.2	Class Activity, Mid Term II & End Term
19	Models of brand equity	Discuss various models to understand the brand equity	Lecture and Discussion	BB2149.2	Class Activity, Mid Term II & End Term
20-21	Activity	Analysing above mentioned topics	Lecture and Discussion	BB2149.2	Class Activity, Mid Term II & End Term
22	Brand Personality	Understand concept, elements of brand personality	Lecture and Discussion	BB2149.3	Class Activity, Mid Term II & End Term
23-24	Various models of brand personality	Analyse various models or framework of brand personality	Lecture and Discussion	BB2149.3	Class Activity, Mid Term II & End Term
25	Brand Positioning	Understand concept and various strategies of brand positioning	Lecture and Discussion	BB2149.3	Class Activity, Mid Term II & End Term
26	Brand positioning strategies	Examine various strategies to establish brand positioning	Lecture and Discussion	BB2149.3	Class Activity, Mid Term II & End Term



27-28	Activity	Analysing above mentioned topics	Lecture and Discussion	BB2149.3	Class Activity, Mid Term II & End Term
29-31	Branding Strategy	Examine the concept, designing and implementation of branding strategies	Lecture and Discussion	BB2149.4	Class Activity, End Term
32	Brand Extension	Examine the concept and features of brand extension	Lecture and Discussion	BB2149.4	Class Activity, End Term
33	Line extension and types of extension	Discuss Line extension and types of extension in perspective of brand	Lecture and Discussion	BB2149.4	Class Activity, End Term
34	Brand Extendibility	Discuss the concept of Brand Extendibility	Lecture and Discussion	BB2149.4	Class Activity, End Term
35	Strategic Brand Management	Discuss strategic brand management concept	Lecture and Discussion	BB2149.4	Class Activity, End Term
36	Strategic Brand Management Process	Analyse the process of strategic brand management	Lecture and Discussion	BB2149.4	Class Activity, End Term
37-39	Revision	Revision of Whole Syllabus	Lecture and Discussion	BB2149.1- BB2149.4	Class Activity, End Term

8. Screenshots of the event



9. Brochure of the event



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**MANIPAL UNIVERSITY
JAIPUR**
(University under Section 2(f) of the UGC Act)



**Faculty of Management & Commerce
Department of Business Administration**

Organized Industry Expert Session

On

Brand Positioning



**Keynote Speaker:
Mr. Mohit Badaya**

**Date: August 24th, 2023
Time: 10:30 AM - 12:30 PM**

**Convener:
Dr. Suhasini Verma**

10. Attendance of the Event

210901072	HITEN KAMAL MUNIYAL
210901078	MITR SHARMA
210901088	SWASTIK TAK
210901092	SHOBIT JAIN
210901095	AKASH PAREEK
210901107	HARDIK RATHORE
210901109	JAHANVI AGARWAL
210901112	TEJASHWINI VENKATA JOSHI
210901114	NAVAL KISHOR ACHARYA
210901118	MANAN VYAS
210901119	RAM DARSHAN SUTHAR
210901121	MRADUL BANSAL
210901123	SAYAM SAHIJWANI
210901125	HARSH DEORAH
210901131	LOKESH SHARMA
210901134	DEVANSHI DHIR DERAVARIYA
210901135	RAUNAK TIBREWAL
210901137	MANUSHREE PRATEEK
210901141	SHUBHAM JANGID
210901147	KUSH BHARDWAJ
210901154	LOUKIK PRADEEP CHHAJER
210901164	HRISHITA SINGH CHARAN
210901165	PARVEZ ALI
210901171	SACHIN GURNANI
210901176	PULKIT JAIN



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210901187	HIMANSHEE GANGWANI
210901188	ROHAN SINHA
210901191	MOHD MUSTKEEM KHAN
210901198	TANISHKA GARG
210901199	DEEPENDRA SINGH KACHHWAHA
210901208	MISHU MATHUR
210901223	DAKSH YADAV
210901233	RAVI RAJESH MEEL
210901243	JAISMEEN TANSUKHANI
210901247	VIBHA JAIN
210901249	RASHIKA BANSAL
210901260	BHUVAN RAIDANI
210901287	DAKSH RAJ SINGH
210901291	RACHIT CHITTORA
210901292	SAKSHAM AGARWAL
210901295	NIRBHAY SHARMA
210901298	PRATHAM CHATURVEDI
210901307	NAVEEN SAINI
210901310	BHANU PRATAP SHARMA
210901311	RAUNAQ ANAND
210901313	NIRBHAY NEHRA
210901314	MAYANK RATHORE
210901317	PRANAV AGARWAL
210901322	AHMED KABIR CHHIPA
210901325	GARVIT AGARWAL
210901326	SAHIL PATHAN

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