

OBJECTIVE

- 1) To understand the different processes of building a strong brand?
- 2) Revisiting brand resonance model to understand the brand building blocks
- 3) To discuss the various sources of brand knowledge
- 4) A study of the source of the customer's mindset
- 5) To study the tools and techniques used for measuring
 - brand recognition
 - brand recall
 - brand feelings
 - brand image
 - brand perceptions and
 - brand relationships