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| **Happy Valley Business School** | C:\Users\Sandy\Desktop\New folder (3)\HVBS PNG 1.png |
| **Department(s): Master of Business Administration** |
| Semester: 04 | Section(s): A & B |
| **Brand Management (BA 5001) (Batch: 2020 – 22)** |  |  |
| **Course Instructor(s):** K Sampath Kumar |
| **Activity:** **Brand Display – Classroom** |

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| **Activity Objectives** |
| * To ensure students get to know the concepts through visual appeals and demonstration
* To make them think and answer the questions and relate to examples when presenting marketing topics.
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| Activity Outcomes |
| * Better understanding about different types of brands
* Categorization of Brands
* Visual Appeal
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|   **Duration:** 50 Minutes, Classroom Demonstration**Delivery:** Course Instructor and Guest Faculty (Dr.C. Kanagaraj – CEO, HVBS) **Subject Content:** Delivery on concept – Types of Brands were being briefed to students and types of brands were displayed to the students (National, International, Regional, Local Brands – Power of local brands, Instore Brands etc were demonstrated with examples). |

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| **Department(s): Master of Business Administration** |
| Semester: 04 | Section(s): |
| **Brand Management (BA 5001) (Batch: 2020 – 22)** |  |  |
| **Course Instructor(s):** K Sampath Kumar |
| **Activity:** **Mall Visit – Brookfield’s Mall** |

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| **Activity Objectives** |
| * To ensure students get to know the concepts through experiential learning
* To make them understand the functioning of retail stores, brands, differentiations, displays, promos etc..,
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| Activity Outcomes |
| * Better understanding about different types of brands, mall layout, anchor shops, brand associations….
* Categorization of Brands, layout of mall
* Visual Appeal
 |
|     **Duration:** Mall Visit – Brookfield’s Mall, Coimbatore. **Delivery:** Experiential Learning – Observation, Enquiry of facts from store personnel and entry of questionnaire. **Subject Content:** Teams are splitted based on the number of sops in the mall. Students go across various shops to obtain the data. (Sample’s of team allotment and questionnaire are given in the picture.   |