



Diploma in Branding & Advertising (Offered in association with Miles Education)

Altogether, branding and advertising are two interconnected concepts that help businesses establish their identity and reach their target audience.

Branding refers to the process of creating a unique identity for a product, service, or company. It involves developing a distinct name, logo, visual design, tone, and messaging that sets the brand apart from others in the market. Branding helps build recognition, trust, and loyalty among customers.

Advertising, on the other hand, is the process of promoting a product, service, or brand through various media channels, such as print, digital, television, or social media. Advertising aims to grab attention, generate interest, and drive sales by communicating the value and benefits of the product or service.

Effective branding provides a foundation for successful advertising, as it helps create a consistent message and visual identity that resonates with the target audience. Similarly, advertising can reinforce and amplify a brand's message, increasing its reach and impact.

Some key aspects of branding include:

- Brand positioning
- Brand identity (logos, typography, color schemes)
- Brand messaging
- Brand voice
- Brand consistency

Some key aspects of advertising include:

- Target audience identification
- Ad creative development (copy, images, video)
- Media planning (channel selection, ad placement)
- Budgeting and measurement
- Campaign analysis and optimization



Joining a branding and advertising program can have numerous benefits, including:

1. Expertise: Gain knowledge and skills from industry experts in branding and advertising.
2. Career Opportunities: Enhance job prospects and career advancement in the marketing and advertising industry.
3. Networking: Connect with professionals and like-minded individuals in the field.
4. Practical Experience: Apply theoretical concepts to real-world projects and case studies.
5. Creative Development: Develop creative thinking and problem-solving skills.
6. Industry Insights: Stay updated on industry trends, tools, and best practices.
7. Portfolio Building: Create a portfolio of work to showcase to potential employers.
8. Business Acumen: Understand the business side of branding and advertising.
9. Specialization: Specialize in a specific area of branding and advertising.
10. Certification: Earn a certification or degree, enhancing credibility and career prospects.

Course content

Hours

Digital & Performance Marketing	40
Fundamentals of Ad Film Making	40
The Art of Storytelling	40
Modern Media Planning	40
Social Media Marketing	40
AI in Advertising	40
Total Hours	240

Program Delivery- Hybrid Model

Monday to Friday- Online Sessions, one hour /day

Saturday and Sunday -Face to Face, 4 hours and 3 hours /day

Total Program Duration 20 Weeks

Commercials : INR 80,000 per student inclusive of GST