

Executive Program on **Brand Communication, Media and Marketing** at WeSchool Campus, Bengaluru



KEY BENEFITS

- Achieve branding clarity through a reusable messaging framework applied consistently across media and customer touchpoints.
- Establish a sustainable marketing operating system with a weekly cadence, templates, and clear ownership.
- Prioritize channels and media confidently using lightweight data checks and ROI-focused decision rules.
- Accelerate content production and performance with practical AI workflows and creator partnerships integrated into marketing.
- Execute a focused 90-days branding and marketing action plan with KPIs, test ideas, and review rituals to sustain the momentum.

LEARNING OBJECTIVE OF THE PROGRAM

- This program will equip participants to achieve branding clarity, design a sustainable marketing operating system, and make confident channel and media choices.
- The program focuses on turning strategy into execution-using practical frameworks, actionable plans and real industry insights.

SUBJECT MATTER EXPERT

Ms. Anupama Kumar

Leader in brand communications who turns business goals into human, memorable marketing. A graduate of NIFT with 15+ years of experience, she helps brands find clarity, voice, and meaning shaping visual and written narratives that make marketing and branding that travel consistently across channels. She worked with global and Indian brands including Puma, Lifestyle, Future Group, and ITC, building stories that travel consistently across media and customer touchpoints.

DATE

22nd November, 2025

TIME

9.30am Onwards

REGISTRATION FEE

Fees : INR 8,000 + GST per participant.
Early Bird / Corporate Discount Available



CONTACT

7406203363 / 9148076248

EMAIL

ravi.rao@welingkar.org
mdc.blr@welingkar.org

VENUE

WeSchool Campus, Bengaluru

SCHEDULE

Sr.No	Time	Session Details	Duration
1.	9:30 AM - 10:30 AM	► Foundation Through Stories	1 Hour
2.	10:30 AM - 11:30 AM	► Aligning Business Objectives with Marketing Strategy	1 Hour
Tea Break 11:30 AM to 11:45 AM			
3.	11:45 AM - 1:00 PM	► Brand Narratives that Capture Attention and Stick	1 Hour 15 Mins
Lunch Break 1:00 PM to 1:45 PM			
4.	1:45 PM - 2:30 PM	► Build a Magnetic Content Ecosystem to Drive Real Time Engagement	45 Mins
5.	2:30 PM - 3:30 PM	► Master the New Media Landscape	1 Hour
Tea Break 3:30 PM to 3:45 PM			
6.	3:45 PM - 4:30 PM	► Creativity Meets Performance	45 Mins
7.	4:30 PM - 5:30 PM	► The Future-Ready Marketer – Mastery of Skills and Tools	1 Hour
8.	5:30 PM - 6:00 PM	► Wrap-Up & Open Q&A	

