



RAMAIAH

College of Arts, Science &
Commerce

ಎಮ್ ಎಸ್ ರಾಮಯ್ಯ ಕಲಾ, ವಿಜ್ಞಾನ ಮತ್ತು ವಾಣಿಜ್ಯ ಕಾಲೇಜು

M S Ramaiah College of Arts, Science and Commerce

Re-accredited 'A' by NAAC, Permanently Affiliated to Bengaluru City University,

Approved by Government of Karnataka, Approved by AICTE, New Delhi,

Recognized by UGC under 2f & 12B of UGC act 1956



(National Institutional Ranking Framework, Ministry of Education, Govt of India)

Ranked 62nd in NIRF India Ranking by MHRD, New Delhi

DBT Star College Scheme

REF: MSRCASC/BA/2021-22/55

Date: 21st April 2022

CIRCULAR

Department of Humanities

A value added programme on '**Branding and Corporate Communications**' has been arranged for the students from 30th April 2022. It'll be a 30-hour course in the combination of online and gathering mode. All who are interested may register yourselves in the google form sent to you.

HOD

Head, Dept. of Humanities,
Ramaiah College of Arts, Science
and Commerce, Bangalore-560054

PRINCIPAL

Principal,
M.S. Ramaiah College of Arts, Science & Commerce,
MSRIT Post, MSR Nagar
Bangalore - 560 054

Department of Humanities

presents

a 32 hour value-added course

Topic: Branding and Corporate
Communications

Duration: 30-04-2022 to 31-05-2022

Co-ordinators:

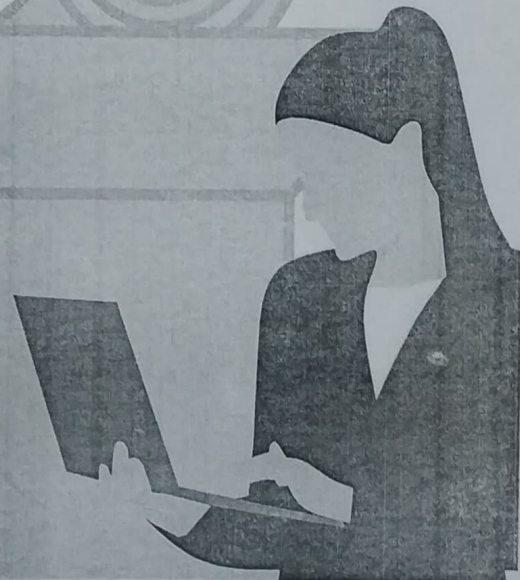
Ms. Sharanya U & Ms. Ananya N K

Assistant Professors (Journalism)

Department of Humanities, RCASC.

Link to register -

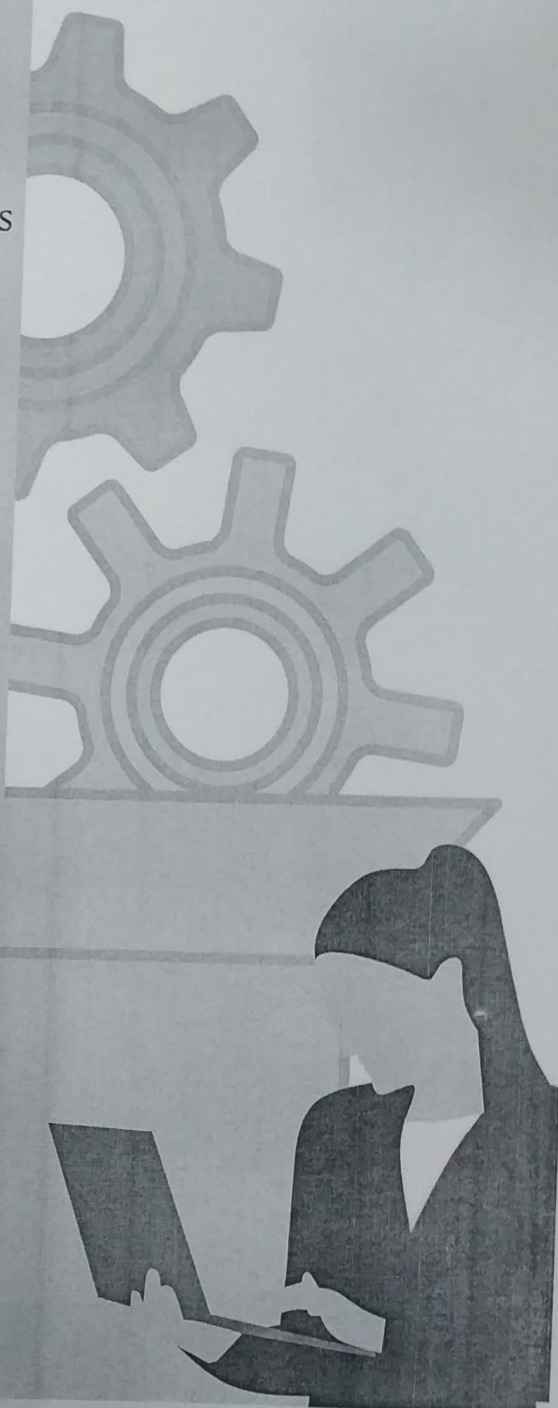
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mp7](https://forms.gle/eqFFEdMplJwqPmmp7)



Department of Humanities

Programme objectives:

1. Students shall receive an introduction to branding and marketing
2. Students shall get themselves acquainted with the various tools of branding communication.
3. Students shall get introduced to the process of building and maintaining brands.
4. Students shall get a glimpse of the functioning of corporates and the process of communicating in corporate settings
5. Students shall understand the need to get accustomed with various tools that help achieve corporate communication.



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DBT Star College Scheme

Department of Humanities**Student list****Event:** Value Added Course**Subject:** Branding and Corporate Communication**Duration of event:** 30th April 2022 to 31st May 2022.

Sl no.	Name of the student
1.	Harshi Sarraf
2.	Lasya Aloor
3.	Falak Khanum
4.	Yash Raj Chettri
5.	Sahana.L
6.	Sahin Nesa
7.	Shradha. P
8.	K.A.Shanwaz
9.	Phurpa Dorjee Sona
10.	Anjali Yadav
11.	Bhoomika C S
12.	Bhavana Uga
13.	Shashank Sharma
14.	R.Shubhangi
15.	Sneha K
16.	Sree Shankari. M. V
17.	Mekala Nithin Yadav
18.	Abhilash Kale



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19.	Lalith Sasama
20.	Brazeen Robin
21.	Neethu Darsan S
22.	Chandru B A
23.	Tasmiya
24.	Bharath.S
25.	Rajnandini Saxena
26.	Sai Siddharth M S
27.	Denelson Nameirakpam
28.	Nandish GTP
29.	Vikramaditya
30.	Nischala Mrinal

Programme Coordinator -

1. Sharanya Uthappaicharan - Sharanya.
2. Ananya NK - Ananya.

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Department of Humanities**Topic: Value Added Course - Branding and Corporate Communications**

Event	Value added course on Branding and Corporate Communications
Date	April 31st 2022 to May 30th 2022
Duration of event	32 hours
Name of the event organizing department	Department of Humanities
Sponsor of the event	None
Committee members	NA
Chief Guest / Guest of Honor	None
Name of the speakers with affiliation	Ms. Sharanya U and Ms. Ananya N K Assistant Professors (Journalism), Department of Humanities
Venue	Google meet - https://meet.google.com/opc-rpkt-qmo
Participants	1st semester BA students
Number of students	30

Report On the Seminar:**Event Objective:**

1. To understand the basics of branding and corporate communications.
2. To gain insight on processes and importance of branding and corporate communication

Event Description:

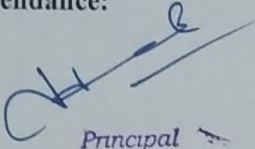
The Department of Humanities organized a value added course on Branding and Corporate Communication from the 31st of April, 2022 to 30th of May, 2022. The course started on 31st April, 2022 at 11 am. The registration process started on 22nd April, 2022 via a google form <https://forms.gle/eqFFEdMplJwqPmmp7>.

This was an integrative course that explores the areas of corporate environments and the applications of branding and marketing. Through this course, the students were introduced to new areas of careers in the field of journalism and mass communication. This course has been designed to introduce the various tools and applications that could be used to achieve both branding communications as well as corporate communications.

The following were the criterion to acquire a certificate of completion:

1. For successful completion of the course, students must maintain 75% attendance.
2. The students must complete the worksheets regularly.

Attendance:



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MSRIT Post, MSR Nagar
Bangalore 56 0054

RAMAIAH COLLEGE OF ARTS, ATTENDANCE REGISTER FOR STUDENTS

Department : Department of Humanities
Subject Code and Title : Value Added Course: Banking and Corporate Accounts

Semester : I Semster

Name of Faculty : H.A. Shrinaga N. and
H.A. Shrinaga N. K.

Sl. No.	Register No.	NAMES	Month												Date												No. Absent	Total	
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
			Class No.												ATTENDANCE												No. Present	Total	
1		Harsha Suresh	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
2		Krupa Abhis	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	No. Present	Total
3		Fahar Khazim	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
4		Yash Raj Chatter	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	No. Present	Total
5		Satish K	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
6		Gabin Neta	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	No. Present	Total
7		Shashini P	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
8		K.A. Sharmada	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	No. Present	Total
9		Priyanka Dargen	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
10		Anguli Yadav	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	No. Present	Total
11		Bhaktika C.S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
12		Bhaktika Uga	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	No. Present	Total
13		Shashank Sharma	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
14		A. Shubhanga	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	No. Present	Total
15		Srinika K	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
16		Guna Shrinika K.N	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	No. Present	Total
17		Nikhita Nithin Yadav	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
18		Abhishek Kuba	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	No. Present	Total
19		Lalith Saranya	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
20		Rinaarun Rabin	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	No. Present	Total
Total of Staff in Charge																											No. Present	Total	

Name of Faculty: Mr. Khanna V and
Mr. Arango N K

Section: -

Semester: I semester

Department : Department of Humanities
Subject Code and Title : Value Added Course - B

Latitude of 35 (50° N) in 1968

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Bangalore 56 0054

The following are the topics covered in the value added course

Unit 1: Introduction to Branding Communication

- 1.1 Introduction to Branding
- 1.2 Building a brand - Logo, Tagline, Brand voice, Brand benefits, Defining vision and mission, and Target audience research
- 1.3 Tools of Branding communication - Marketing, Public Relations, Advertising, Building a brand
- 1.4 Differentiating Branding and Marketing

Unit 2: Applications of Branding Communication

- 2.1 Role of Branding
- 2.2 Types of Brands
- 2.3 Building Brand Equity
- 2.4 Strategies for developing a brand

Unit 3: Introduction to Corporate Communication

- 3.1 Defining Corporate Communication
- 3.2 Nature of Corporate Communication
- 3.3 Scope of Corporate Communication
- 3.4 Difference and similarities between PR and CC
- 3.5 Stakeholders of Corporate Communication - Internal and External Publics
- 3.6 Publics in CC - Financial publics, media, opinion makers, government, elected representatives
- 3.7 Areas of strategic thinking in corporate communication

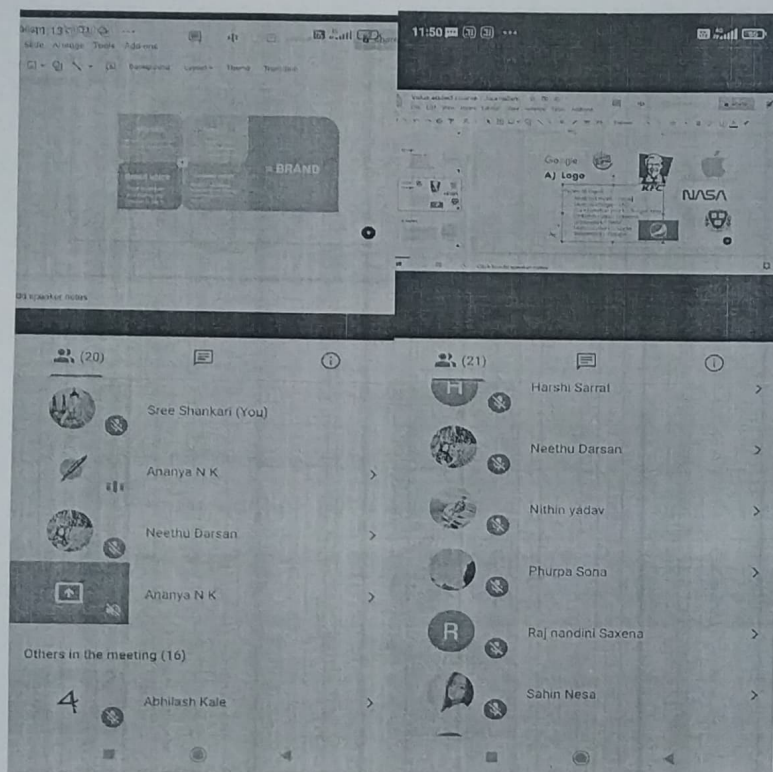
Unit 4: Tools and Processes of Corporate Communication

- 4.1 Tools of Corporate Communication - 1. Lobbying 2. Sponsorship 3. Financial communication 4. Corporate reputation 5. Corporate identity 6. Media mileage
- 4.2 Process of Corporate Communication
- 4.3 Present state of Corporate Communication - case studies.

Outcomes of the programme:

- 1. Students received an introduction to branding and marketing
- 2. Students got themselves acquainted with the various tools of branding communication.
- 3. Students got introduced to the process of building and maintaining brands.
- 4. Students got a glimpse of the functioning of corporates and the process of communicating in corporate settings

5. Students understood the need to get accustomed with various tools that help achieve corporate communication.



Name of the programme: Value added course - Branding and Corporate Communications.

Year: 2021-2022

Assessment Procedure for the Value Added Course:

The Department of Humanities organized a value added course on Branding and Corporate Communication from the 31st of April, 2022 to 30th of May, 2022. 30 students participated in the course and the course was planned for 30 hours. During the course, students were able to gain in depth knowledge of the branding process and the intricacies of corporate communications. The students were equipped with assignments to assess their understanding of the subject.

The following is the details of the marks scored by the students.

Sl no.	Name	Register no.	Attendance (10)	Class engagement (10)	Assignment (10)	Worksheet (10)	Total (40)
1.	Harshi Sarraf	U18EV21A0080	9	8	9	10	36
2.	Lasya Aloor	U18EV21A0081	9	8	8	9	34
3.	Falak Khanum	U18EV21A0006	9	9	9	10	37
4.	Yash Raj Chettri	U18EV21A0022	9	8	9	9	35
5.	Sahana.L	U18EV21A0007	9	8	9	9	35
6.	Sahin Nesa	U18EV21A0027	7	6	7	7	27
7.	Shradha. P	U18EV21A0068	9	8	9	10	36
8.	K.A.Shanwaz	U18EV21A0070	8	7	7	7	29
9.	Phurpa Dorjee Sona	U18EV21A0013	9	8	9	10	36
10.	Anjali Yadav	U18EV21A0023	9	8	8	9	34
11.	Bhoomika C S	U18EV21A0008	9	9	9	10	37
12.	Bhavana Uga	U18EV21A0075	8	8	8	9	33
13.	Shashank Sharma	U18EV21A0066	8	9	9	10	36
14.	R.Shubhangi	U18EV21A0073	9	9	8	9	35
15.	Sneha K	U18EV21A0031	10	8	8	9	35
16.	Sree Shankari. M. V	U18EV21A0009	10	8	9	10	37
17.	Mekala Nithin Yadav	U18EV21A0057	10	7	8	9	34
18.	Abhilash J Kale	U18EV21A0072	10	9	8	10	37
19.	Lalith Sasama	U18EV21A0076	10	8	8	9	35
20.	Brazeen Robin	U18EV21A0058	9	8	8	9	34
21.	Neethu Darsan S	U18EV21A0046	10	7	9	10	36
22.	Chandru B A	U18EV21A0074	10	8	7	8	33
23.	Tasmiya	U18EV21A0019	10	8	9	10	37
24.	Bharath.S	U18EV21A0062	8	9	7	9	33

25.	Rajnandini Saxena	U18EV21A0018	7	8	8	9	32
26.	Sai Siddharth M S	U18EV21A0004	8	8	8	9	33
27.	Denelson Nameirakpam	U18EV21A0026	9	7	9	10	35
28.	Nandish GTP	U18EV21A0069	8	7	9	10	34
29.	Vikramadithya	U18EV21A0054	6	7	7	7	27
30.	Nischala Mrinal	U18EV21A0078	8	7	8	9	32

Outcomes of the programme: Through this programme, the students were able to get introduced to branding and marketing. Additionally, they got acquainted with the various tools of branding communication. Through the help of assignments and worksheets, they were able to introspect on their understanding of the intricacies of the corporate world. Students were able to get a glimpse of the functioning of corporate offices and the process of communicating in corporate settings. On the whole, the students were able to get accustomed to the various tools that help achieve corporate communication.

Worksheet

1. A consumer's ability to identify a brand, recall its performance and compare it with other brands is called _____

- a) Brand portfolio
- b) Brand extension
- c) Brand bonding
- d) Brand awareness

2. "Jod jo tootega nahin" is the tagline for

- a) Maggie
- b) Fevicol
- c) Fevikiwik
- d) Mseal

3. Which of the following is not a clothing brand name

- a) h&m
- b) Nyka
- c) Zara

d) Raymonds

4. The strategy of using a name, logo, sign, symbol or design, etc. to help consumers identify a product or service, and also differentiate it from competitors is called _____.

- a) Mega branding
- b) Branding
- c) Umbrella branding
- d) Co-branding

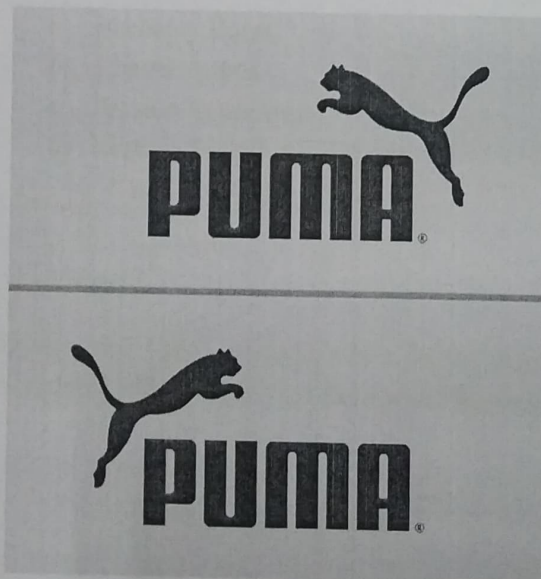
5. To which company does this logo belong to?

- a) Pringles
- b) Lay's
- c) Gillette
- d) Pepsi

6. _____ ensures repeat purchase and helps marketers overcome competition from other firms.

- a) Brand awareness
- b) Brand loyalty
- c) Brand association
- d) None of the above

7. Choose the correct logo in the following image

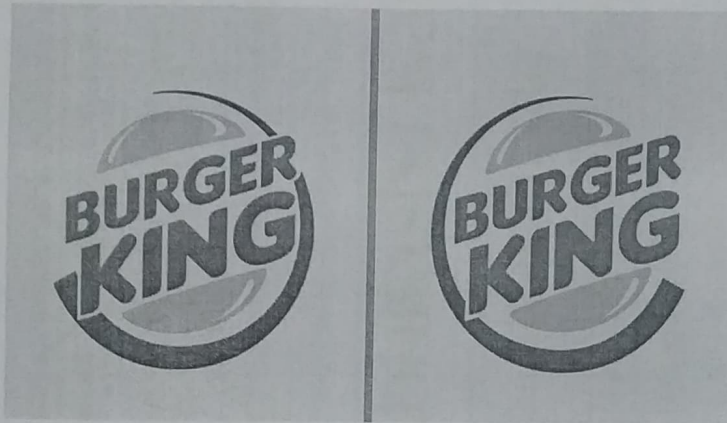


- a) Option A (picture above)
- b) Option B (picture below)

8. Identify the correct tagline for BMW

- a) Way of Life
- b) Sheer Driving Technology
- c) Drive the change
- d) Pagalpanti bhi zaroori hain

9. Choose the correct logo



- a) Option A (left)
- b) Option B (right)

10. Choose the correct tagline for ICICI bank

- a) Bachatey Raho
- b) Khayal Aapka
- c) Passion to perform
- d) Zindagi Mein Life

Assignment

In your own opinion, explain how the various career options in the field of corporate communications makes the field an interesting one to work with.



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DEPARTMENT OF HUMANITIES

CERTIFICATE OF COMPLETION

THIS IS CERTIFY THAT

Abhilash J Kale

for her/his participation in the Value Added Course -
"Branding and Corporate Communications" organized by the
Department of Humanities.

Mrs. Adhisakthi P K
HoD, Department of Humanities
RCASC

Dr. A Nagarathna
Principal
RCASC



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THIS IS CERTIFY THAT

Bhavana Uga

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THIS IS CERTIFY THAT

Anjali Yadav

for her/his participation in the Value Added Course -
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THIS IS CERTIFY THAT

Bharath S

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THIS IS CERTIFY THAT

Bhoomika C S

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Brazeen Robin

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THIS IS CERTIFY THAT

Chandru B A

for her/his participation in the Value Added Course -
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THIS IS CERTIFY THAT

Denelson Nameirakpam

for her/his participation in the Value Added Course -
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THIS IS CERTIFY THAT

Falak Khanum

for her/his participation in the Value Added Course -
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THIS IS CERTIFY THAT

Harshi Sarraf

for her/his participation in the Value Added Course -
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Dr. A Nagarathna
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THIS IS CERTIFY THAT

Lasya Aloor

for her/his participation in the Value Added Course -
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THIS IS CERTIFY THAT

Sasama Lalith

for her/his participation in the Value Added Course -
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THIS IS CERTIFY THAT

Nandish G T P

for her/his participation in the Value Added Course -
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THIS IS CERTIFY THAT

Neethu Darsan S

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THIS IS CERTIFY THAT

Nischala Mrinal

for her/his participation in the Value Added Course -
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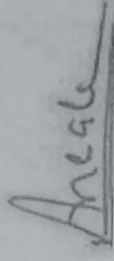
THIS IS CERTIFY THAT

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