



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



BRANDING FOR THE MIND AND THE SENSES

About Us

Established in 1980, IMT Ghaziabad is a premier AACSB-accredited management institute in India, known for its strong emphasis on Innovation, Execution, and Social Responsibility in leadership development. Consistently ranked among the top business schools in the country, IMT boasts of a robust alumni network with over 1,000 C-suite leaders across global organizations. The Executive Education (ExEd) arm actively collaborates with industry, government, and the social sector to design and deliver customized programs rooted in sector-specific research and future-ready learning, ensuring maximum relevance and impact.

Program Context

Consumer preferences in contemporary markets are dynamic, as consumers' brains are consciously or unconsciously altered with new information and/or stimuli. Nevertheless, as data backed by neuroscience informs us, some of the most powerful brands are deeply embedded in our cognition, emotions and memories. While neuroscience could be termed as 'hard' science studying human brain and memory structures as neural circuits, it should be possible to deduce several laws from it for the 'soft' field of branding. Furthermore, recent market research also elucidates the powerful sensory responses that could be elicited by effective use of non-conscious stimuli.

So, could it be the time to start getting scientific with your brand? While many companies assume that building a brand is an art, recent research shows that the best brands use both art and science to formulate strategies that appeal to consumers at both emotional and logical levels. The course attempts to make students appreciate how consumers perceive and experience brands at the levels of the brain and the senses. This integrated understanding of consumer brain and sensory responses to branded stimuli would pave the way to formulate brand strategies for creating, sustaining and rejuvenating brands.

Program Objectives



The main objectives of this course are to improve the ability of students to:

- Critically observe and evaluate consumer decision making with regards to the impact of branding cues on consumers' brains and senses
- Understand the application of neuroscience and sensory marketing to create brands that consumers choose.

Deliverables



- The Neuroscience of Branding
- Storytelling for minds- What narrative cuts through the noise?
- When serendipity may increase your sales: Science behind framing product benefits
- What appeals to the minds of your customer
- The Science of snob and Luxury appeals
- Identifying and appealing to the frugal customer
- Masstige appeal: the sweet spot?
- The Science behind celebrity endorsements
- Branding for the crimson faced consumer: Understanding the Science behind consumer embarrassment
- Understanding customer emotions and the importance of branding to consumer senses
- Whence sensory marketing? Should you focus on sensory harmony or sensory conflict?
- Science of haptics
- The taste of it
- Visual branding
- Olfactory branding
- Audio branding

Pedagogy



The readings included are contemporary and precise, in order to engage the new era brand managers. Managers are expected to illustrate the application of learning aspects by means of practical applications in the form of case studies, in-class presentations, lectures & team projects.

Target Audience



The course is aimed at middle-level managers involved in marketing and sales of various branded goods and/or services, mainly in B2C segments.

Program Directors



Dr. Abhigyan Sarkar
Associate Professor
Area: Marketing
Management

Dr. Abhigyan Sarkar is working as Associate Professor of Marketing at Institute of Management Technology Ghaziabad, India. He has an 11 years of teaching experience at MBA level. His research area is consumer-brand relationships. Academic research articles authored by him have appeared in reputed *International journals like International Journal of*



Dr. Juhi Gahlot Sarkar
Assistant Professor
Area: Marketing
Management

Dr. Juhi Gahlot Sarkar is working as Assistant Professor at Institute of Management Technology Ghaziabad in India. She has more than 6 years of teaching experience at MBA level. Her research area is consumer-brand relationships. Academic research articles authored by her have appeared in reputed international journals like International Journal of Hospitality Management, European

Journal of Marketing, Journal of Business Research, Psychology & Marketing among others.

Administrative Details

Mode: Hybrid

Venue: IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

Note: On successful completion of the program, the participants will be awarded a Certificate of Participation from the Institute.

Management Development Program Office

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