Vskills CERTIFIED

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Certified Brand Manager
VS-1189

Certified Brand Manager

Certification Code VS-1189

Vskills certification for Brand Manager assesses the candidate as per the company's need for developing and managing brand image. The certification tests the candidates on various areas in brand management, product communication, brand portfolio management, brand marketing, long and short term brand portfolio development, developing consumer and customer insight-driven brand marketing strategies and digital management.

Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Brand Manager Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

Who will benefit from taking this certification?

Job seekers looking to find employment in marketing, advertising, brand management or social media departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

Fee Structure

Rs. 3,499/- (Excludes taxes)*

*Fees may change without prior notice, please refer http://www.vskills.in for updated fees

Companies that hire Vskills Brand Manager

Brand Managers are in great demand. Companies specializing in marketing, advertising, promotion or social media are constantly hiring skilled brand managers. Various public and private companies also need brand managers for their marketing, advertising, brand management or social media departments.

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Sample Questions

1. Brand management came into being for which of the following reasons.

A. Companies wanted to achieve scale economies
B. It supplemented financial management practices
C. It suited production and operations personnel
D. Companies wanted to differentiate their products and highlight distinctions in a competitive environment

2. A good brand contract should have.

A. Keeps customer perspective in view
B. Delivers promises made with customers
C. Unearths negative promises
D. All of the given options

3. Brand assets include.

A. The name of the brand
B. Reputation, relevance, and loyalty
C. Less quality complaints
D. All of the given options

4. Brand picture is based on which one of the following?

A. Brand value
B. Brand mission
C. Brand vision
D. Brand image

5. What is the name of the tool used by marketers that helps them position products/brands?

A. Competitive map
B. Brand map
C. Perceptual map
D. Position map

Answers: 1 (D), 2 (D), 3 (B), 4 (D), 5 (C)

Certifications

Accounting, Banking and Finance
- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

Big Data
- Certified Hadoop and Mapreduce Professional

Cloud Computing
- Certified Cloud Computing Professional

Design
- Certified Interior Designer

Digital Media
- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

Foreign Trade
- Certified Export Import (Foreign Trade) Professional

Health, Nutrition and Well Being
- Certified Fitness Instructor

Hospitality
- Certified Restaurant Team Member (Hospitality)

Human Resources
- Certified HR Compensation Manager
- Certified HR Stafffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

Office Skills
- Certified Data Entry Operator
- Certified Office Administrator

Project Management
- Certified Project Management Professional

Real Estate
- Certified Real Estate Consultant

Marketing
- Certified Marketing Manager

Quality
- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

Logistics & Supply Chain Management
- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

Legal
- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

Information Technology
- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

Mobile Application Development
- Certified Android Apps Developer
- Certified iPhone Apps Developer

Security
- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

Management
- Certified Corporate Goverance Professional
- Certified Corporate Social Responsibility Professional

Life Skills
- Certified Business Communication Specialist
- Certified Public Relations Officer

Media
- Certified Advertising Manager
- Certified Advertising Sales Professional

Sales, BPO
- Certified Sales Manager
- Certified Telesales Executive

& many more job related certifications

Contact us at :

Vskills

011-473 44 723 or **info@vskills.in**

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