

2. How Brands Become Icons. The Principles of Cultural Branding. Douglas Holt. HBS Press
3. How customers Think. Gerald Zaltman. HBS Press.
4. Emotional Branding. The New Paradigm for Connecting Brands to People Marc Gobe

Elective Course 10: SWAYAM Course

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	M3PE518	Course Duration:	30 Hours

Course - Guidelines

- Students have to opt for a relevant course related to specialisation & inform the Specialisation Coordinator.
- In case, the course (SWAYAM/ other recognised MOOCS Platform) is opted as an Elective, then the concerned Specialisation Coordinator would have to ensure that the students complete the selected course and appear for the respective examination processes within the stipulated semester deadlines. The marks so obtained through SWAYAM/ other recognised MOOCS Platform Examination (as the case may be), would be recorded as the 'SWAYAM' course score.
- Faculty who is a Specialisation Coordinator will be responsible to maintain all record of the same.

