



# SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka, India

College of Management and Commerce

**BRAND EQUITY CLUB**



**Prof. Anumesh D. Kariappa**  
**Faculty Coordinator**



**Ms. Reema N. Dsouza**  
**Student Coordinator**

## **Proposed Activities:**

1. Identification of new brands.
2. Communicate what brand means and what it stands for.
3. Learning international brands.
4. Sharing brand success and failure stories.
5. Conducting brand quiz
6. Knowing what brand stands in customers mind.
7. Knowing strategies adapted to make a brand successful one

## **Faculty Coordinator Address**

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