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## Strategic Branding Initiatives in Business Education under New Education Policy

**Dr. Ayushi Gaur**

Assistant Professor,  
School of Management, IMS Unison University  
ayushi.gaur@iuu.ac

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### ABSTRACT

The National Education Policy (NEP) 2020 in India prioritizes holistic and multidisciplinary education, aiming to cultivate critical thinking, creativity, and ethical leadership among students (Shukla et al., 2022; Karnati, 2021; Saini, 2020; Kudnar, 2021). This study examines the integration of strategic brand promotion education within business schools in alignment with NEP 2020 objectives. By merging theoretical frameworks with practical applications, we propose a comprehensive model to enhance students' comprehension and implementation of brand promotion strategies while upholding NEP 2020 principles. The paper delineates essential components of strategic brand promotion and suggests ways in which business schools can integrate these strategies into their curricula, fostering the development of future leaders prepared to thrive in today's dynamic business landscape.

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### Introduction

The Programme of Action 1992 (POA-1992) was a pivotal initiative aimed at refining and implementing the National Policy on Education 1986 (NPE-1986), introducing crucial modifications to enhance the quality and accessibility of education across all levels. However, by 2020, India was operating under an education policy that was over two decades old, amidst significant global transformations. Recognizing the need for a modernized and progressive approach, the Union Cabinet of India approved the National Education Policy (NEP) in July 2020, marking a transformative moment in the nation's educational

reforms. This policy overhaul included renaming the Ministry of Human Resource Development to the Ministry of Education, underscoring education as a fundamental right and societal cornerstone. Implemented in the 2023-2024 academic year, NEP 2020 introduced extensive reforms such as updated syllabi and revamped grading systems, aiming to address longstanding challenges in the Indian education system by promoting holistic, inclusive, and flexible learning approaches.

NEP 2020 signifies a paradigm shift in India's education landscape, aiming to cultivate an equitable and dynamic knowledge society. Business schools play a pivotal role in this vision by preparing students for leadership in the global arena. Strategic brand promotion, integral to contemporary marketing practices, serves as a strategic pathway for aligning business education with NEP 2020 objectives such as holistic education, skill enhancement, and ethical leadership. This paper explores the integration of strategic brand promotion into business school curricula, highlighting its role in supporting NEP 2020's goals of fostering comprehensive education and preparing future leaders equipped to thrive in diverse professional environments.

## **Literature Review**

Strategic brand promotion is essential for organizations striving to establish and maintain a competitive advantage in the market. It involves systematic efforts to enhance brand awareness, shape perceptions, and foster customer loyalty (Aaker, 1996; Keller, 2013). This holistic approach encompasses various elements such as advertising, public relations, digital marketing, and experiential campaigns (Schultz et al., 1993). In India, business schools integrate courses on advertising, sales promotion, consumer behavior, and strategic brand management to equip students with practical skills crucial for managing brands across diverse industries (Keller, Parameswaran, & Jacob, 2010). Business education plays a crucial role in preparing future leaders capable of navigating complex market dynamics and driving organizational success. By incorporating branding courses into business school curricula, students gain deeper insights into consumer behavior, market research, and strategic communication (Kotler & Keller, 2016).

Research suggests that the National Education Policy (NEP) 2020 will significantly influence organizational strategy, emphasizing the enhancement of branding and marketing efforts to achieve competitive advantage and leadership (Rao & Shaikh, 2023). NEP 2020 aims to reform India's education system by promoting holistic learning, critical thinking, and skill development across disciplines

(Ministry of Education, Government of India, 2020). It advocates for interdisciplinary education approaches that equip students with competencies essential for global competitiveness (Kudnar, 2021) and underscores ethical leadership and societal responsibility (Saini, 2020).

Integrating brand promotion into business education aligns with NEP 2020 objectives by embedding practical, industry-relevant content in curricula. This approach ensures that students not only grasp theoretical concepts but also develop hands-on skills through real-world projects and case studies (Keller, 2013). By emphasizing ethical considerations and sustainable practices in branding strategies, business schools prepare students to become responsible leaders in their respective fields (Kudnar, 2021). Case studies from leading business schools highlight the effectiveness of integrating brand promotion into educational programs, showcasing innovative branding strategies that influence market positioning and consumer engagement (Aaker, 1996; Kotler & Keller, 2016).

While integrating brand promotion into business school curricula offers significant benefits, challenges such as adapting to rapid technological advancements and evolving consumer preferences must be addressed (Schultz et al., 1993). However, there are opportunities to leverage digital platforms and global market insights to enrich students' learning experiences and prepare them for diverse career paths in branding and marketing (Keller, 2013). This approach not only enhances educational outcomes but also lays a solid foundation for future business leaders capable of driving sustainable growth and innovation in the global marketplace.

The literature underscores the importance of integrating strategic brand promotion into business school curricula to align with the objectives of NEP 2020. By adopting interdisciplinary approaches and emphasizing ethical leadership, business schools can nurture future-ready leaders equipped to drive sustainable growth and innovation in the global marketplace.

## **Research Methodology**

The research methodology employed for this study comprises a systematic review of recent literature focused on integrating strategic brand promotion within business school curricula, specifically aligning with NEP 2020 objectives. The study aims to present organized findings derived from this comprehensive literature review. This approach involves thorough examination of scholarly articles, reports, and relevant documents that discuss strategic brand promotion and NEP 2020 reforms in the

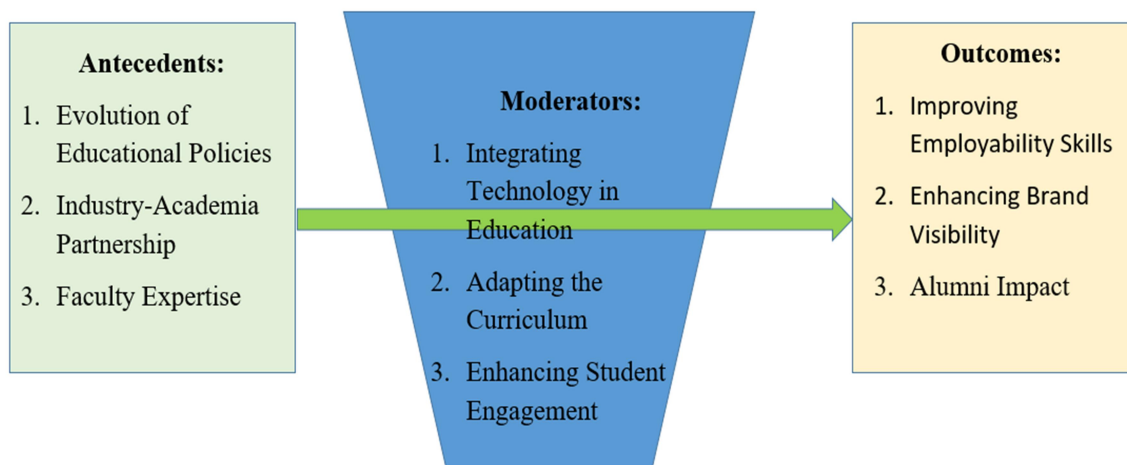
context of business education in India. Through synthesis and critical analysis of these sources, the study seeks to provide a nuanced understanding of the challenges, opportunities, and effective strategies identified in the literature.

This methodological rigor ensures that subsequent sections of the study are grounded in robust evidence and informed analysis, addressing key aspects of integrating strategic brand promotion in business education to support NEP 2020 objectives effectively.

**Results:**

Our thorough literature review has explored the complexities surrounding the implementation of India's National Education Policy (NEP) 2020, particularly within the realm of professional education. This study on 'Challenges in Implementing NEP Reforms' identifies key obstacles and proposes potential pathways for improvement. It sheds light on various challenges faced by stakeholders and highlights promising opportunities inherent in the NEP 2020 framework. The research aims to provide fresh insights by deeply analysing these dynamics, aiming to inform strategies that effectively translate policy goals into practical outcomes in professional education.

To guide our analysis, we have developed a structured nomological framework encompassing antecedents, moderators, and outcomes. This framework offers a systematic approach to understanding the factors influencing the implementation of NEP 2020 reforms in professional education, facilitating a



**"Figure 1: Conceptual Framework for Strategic Brand Promotion in Business School Education"**

nuanced exploration of the subject.

**Antecedents:** Antecedents are factors or events that precede and influence the occurrence or development of a particular outcome or phenomenon. They help researchers understand the underlying causes or drivers behind a specific situation or behaviour.

**Evolution of Educational Policies:** Aligning business school curricula with NEP 2020 involves integrating strategic brand promotion to enrich holistic education and foster skill development (Srikala, 2024; Saxena, 2020). NEP 2020 places emphasis on cultivating critical thinking (Pathak, 2020), fostering creativity (Chattopadhyay, 2024), and promoting ethical leadership (Mishra & Aithal, 2023) as fundamental educational objectives (Ministry of Education, Government of India, 2020).

By embedding ethical and sustainable branding practices into the curriculum (Kudnar, 2021), students gain practical skills and theoretical insights, equipping them for leadership positions in a dynamic marketplace (Keller, 2013). This integration ensures that graduates are well-prepared to address global business challenges and make meaningful contributions to a sustainable knowledge economy (Saini, 2020).

**Industry-Academia Partnership:** Collaboration between educational institutions and industries involves establishing partnerships that provide students with practical experiences such as internships, industry projects, and guest lectures (Akili, 2012; Juneja, 2021). These collaborations are essential for aligning education with current industry needs, equipping students with the skills necessary to tackle professional challenges (Galagan et al., 2019). Businesses benefit by gaining access to talented individuals, fresh ideas, and potential future employees. They also contribute to curriculum development to ensure it meets industry standards and evolves with changing requirements.

Faculty expertise in contemporary marketing and educational practices, aligned with the principles of the National Education Policy (NEP) 2020, as emphasized by Henard and Roseveare (2012), Shukla et al. (2022), Pathak (2020), and Saxena (2020), is crucial for delivering high-quality education. NEP 2020 prioritizes holistic education, critical thinking, and skill development, underscoring the importance of faculty preparedness in fostering these competencies.

**Faculty Expertise:** Faculty members need to possess expertise in digital marketing, branding, and consumer behaviour to offer practical insights and adequately prepare students for the global marketplace (Easwar, 2019). It is also crucial to employ innovative teaching methods that foster active

learning, encourage interdisciplinary studies, and promote ethical leadership (Christensen & Knezek, 2015). This expertise ensures that students acquire essential skills to succeed in their careers and contribute meaningfully to society, thereby maintaining the relevance and effectiveness of business education.

### **Moderators:**

**Integrating Technology in Education:** Integrating technology into brand promotion enhances effectiveness by leveraging digital platforms and social media (Arora & Henderson, 2007; Tiago & Veríssimo, 2014). This approach expands reach, enhances engagement with targeted audiences (Manoharan, 2024), and enables real-time interactions (Guston & Sarewitz, 2002), thereby strengthening consumer relationships (Giovanis & Athanasopoulou, 2018). Data-driven insights play a critical role in refining marketing strategies, optimizing content, and improving campaign effectiveness in a cost-efficient manner (Ghaffar, 2022).

In educational environments aligned with NEP 2020, technological integration supports contemporary teaching methods, enriches learning experiences, and promotes interactive education (Dinc, 2019). This integration enhances brand promotion by utilizing digital tools to maximize brand visibility, enhance consumer interaction, and improve educational outcomes overall.

**Adapting the Curriculum:** It is essential to incorporate marketing and branding courses that reflect contemporary industry practices to ensure the relevance and effectiveness of business education (Raj, 2017). This includes updating course content to encompass current trends in digital marketing, consumer behavior, and branding strategies (Rohm, Stefl, & Ward, 2021).

By integrating practical case studies, industry guest lectures, and hands-on projects, students acquire insights and skills directly applicable to today's competitive market. This approach not only enhances students' employability but also prepares them to make meaningful contributions upon entering the workforce, aligning with NEP 2020 objectives to promote holistic education and skill development.

**Enhancing Student Engagement:** Active participation in branding projects, internships, and practical learning opportunities plays a crucial role in fostering comprehensive learning and skill development in business education (Nepal & Rogerson, 2020; Rohm, Stefl, & Ward, 2021). Through involvement in

branding projects, students apply theoretical knowledge to real-world scenarios, honing their analytical and creative skills. Internships provide hands-on experience and exposure to industry practices, bridging the gap between classroom learning and practical application.

Engaging in practical learning experiences such as case studies and simulations enhances critical thinking and problem-solving abilities (Snyder & Snyder, 2008). These activities promote active learning and collaboration among students, preparing them for the dynamic challenges of the business environment. Such initiatives not only enhance students' professional readiness but also contribute to their personal growth and confidence, aligning with the goals of NEP 2020 to promote holistic education and equip students for successful careers.

**Outcomes:** These results emphasize the practical advantages of integrating strategic branding education, illustrating its alignment with industry requirements and enhancing professional preparedness. They underscore how such education improves individual career prospects and contributes to overall institutional success and societal progress.

**Improving Employability Skills:** Enhanced employability among students, equipped with relevant branding skills and industry-ready competencies, represents the culmination of effective branding courses and educational practices aligned with current industry standards (Dash, Tallapragada, & Abba, 2023). Students acquire practical branding skills through rigorous coursework and hands-on projects, covering strategies, market analysis, consumer behaviour, and digital marketing techniques (Brand, Valent, & Browning, 2013).

Internships, practical projects, and industry collaborations further enhance their competencies, including proficiency in digital platforms and current market trends (Awasthy, 2023). Experiential learning and case studies cultivate critical thinking and problem-solving skills essential for branding and marketing. Collaborative projects also foster communication skills and teamwork, mirroring workplace dynamics.

With a comprehensive understanding of branding practices and insights into industry trends, students are well-prepared for careers in advertising, public relations, brand management, and digital marketing. This approach aligns with NEP 2020's goals of holistic education and skill development, aiming to equip students for successful careers and ethical leadership roles globally. Enhanced employability

underscores the effectiveness of integrating modern educational practices with a curriculum that meets industry demands for impactful careers in branding and marketing (Roy, 2022).

**Enhancing Brand Visibility:** Strategic branding efforts, including cohesive campaigns, digital platform utilization, and consistent messaging aligned with institutional values, lead to increased brand awareness for business schools (Keller, Parameswaran, & Jacob, 2010). These initiatives effectively highlight strengths and academic offerings, attracting students, faculty, and stakeholders. Enhanced visibility contributes to the perception of educational excellence (DePerro, 2006), positioning schools as leaders in teaching and student outcomes.

Robust branding also nurtures valuable stakeholder relationships, crucial for recruiting and retaining high-calibre individuals (O'Malley, 2000). Aligned with NEP 2020 objectives, this approach promotes institutional visibility, holistic education, skill development, and ethical leadership, ensuring sustained success in a competitive educational landscape (Educational Partnerships, Dasgupta, 2020).

**Alumni Impact:** Alumni contributions in business sectors underscore the significant impact of branding education on graduates' professional paths (Laufer, 2009). Armed with strategic branding knowledge, alumni play pivotal roles in enhancing brand equity, refining market positioning, and fostering customer engagement. Their adept application of branding principles helps differentiate businesses in competitive markets, cultivating lasting customer loyalty.

Besides, alumni extend their influence beyond individual career success by shaping industry standards, advocating for innovation, and establishing benchmarks for branding excellence (Gallagher, 2022). Aligned with the objectives of NEP 2020, this highlights how holistic education not only prepares graduates for leadership and ethical decision-making but also empowers them to make substantial contributions to global business and societal advancement.

### **Conclusion:**

In conclusion, this study has examined how strategic brand promotion education in business schools aligns with the goals of India's National Education Policy (NEP) 2020. By integrating theoretical knowledge with practical applications, the framework proposed in this paper aims to enrich students' comprehension and execution of brand promotion strategies while reinforcing NEP 2020 principles like holistic education, critical thinking, and ethical leadership.



The discussion underscores the importance of updating business school curricula to reflect current industry practices, thereby enhancing students' employability and readiness for the dynamic business environment. It emphasizes the pivotal role of faculty expertise, technological integration, and active student engagement through projects and internships in achieving educational outcomes that resonate with NEP 2020 objectives.

Furthermore, the paper highlights how these educational initiatives contribute to bolstering brand visibility for business schools, positioning them as frontrunners in educational excellence and enabling significant alumni contributions to their respective industries.

### **Limitations:**

Limitations of this study include its reliance on secondary sources, which may constrain the depth of primary data analysis. Furthermore, potential biases in the selection of literature and the geographical and temporal scope of the research could limit the generalizability of findings. These factors should be taken into account when interpreting the study's conclusions and considering its implications for both practice and policy.

### **Future Scope:**

Looking forward, there are several avenues for future research and implementation. Longitudinal studies could assess the long-term impact of strategic brand promotion education on students' career paths and alumni contributions, offering valuable insights into educational outcomes and industry relevance.

Exploring innovative teaching methodologies and emerging trends in digital marketing and branding technologies could enhance curriculum adaptation and relevance. Collaborations with industry stakeholders could ensure educational programs are aligned with current market needs and technological advancements. Moreover, investigating the scalability and applicability of the proposed framework to different educational contexts and institutions could facilitate broader adoption and impact across diverse educational landscapes.

Overall, as India continues to evolve its educational policies and practices, integrating strategic brand promotion into business school curricula remains crucial for preparing future leaders capable of navigating global business challenges ethically and effectively. Continued innovation and alignment

with NEP 2020 goals will be essential in shaping a dynamic and competitive educational ecosystem in the years ahead.

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