

# Building you Academic Brand and Brand Management Dispersion

Ducoste, Joel  
jducoste@ncsu.edu  
919-334-8232

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## **Abstract:**

Brands and product brand management have been a critical part of every company's strategy to get the information distributed about what their products can do for the consumer. Without proper distribution of those benefits, it is very likely that companies would struggle to sell the products they create. Researchers must also be able to share the excellence of the work they are producing to their target audience. While researchers in academia primary vehicle of distributing their research is through presentations at technical conferences and publications in prestigious journals, this strategy does not account for the many alternative communication exchange portals that are available today. Moreover, depending on the target audience, these alternative portals may be more strategic in reaching intended audiences that will help your brand and ultimately, your career grow. This presentation will discuss brand management and distribution with the target audience in mind.

## **Notes:**