

Branding Course Outline

Do you have a brand? Wonder if you really need one? Confused about what your brand should be? Want to change your brand? Or simply interested in finding out what the buzz is about branding?

This course is intended to provide participants frameworks, concepts and the skills required to create, launch and manage brands successfully. Participants will explore consumer brand relations as well as personal branding. Managerial aspects of brand management such as brand equity, brand extensions and brand portfolio management are also covered in the course. Brand management concepts and frameworks from this course can be applied to consumer product or business-to-business companies, service companies as well as non-profit and public sector organizations. The course will use a mix of lectures, articles and in-class exercises and discussions, and offer a balance between theory and application. Students will also apply the concepts to building a personal brand.

Some of the topics covered in this course:

1. Introduction to Branding
2. Customer Experience and Branding
3. Internal Branding
4. Brand DNA - Brand Identity, Image and Personality
5. Customer-Brand Relationship
6. Brand Equity
7. Marketing Programs to Build Brand Equity
8. Building Brand Engagement - Role of Social Media
9. Brand Architecture and Brand Portfolio Strategy
10. Measuring and Managing Brand Value and Performance
11. Personal Branding