

**Course Module**  
**For**  
**Certificate Course in Brand Strategy**

**Total Duration required:** 30 Hours

**Course Structure**

<b>S.No.</b>	<b>Contents Deliverance</b>	<b>Learning Outcomes</b>
<b>1</b>	Introduction to Brand Strategy (3 hours)	Understand the fundamentals of branding
<b>2</b>	5 C analysis (2 hours)	Learn about Segmentation, Targeting, Understanding Customers, Competitors and Context
<b>3</b>	Brand Positioning Strategy (3 hours)	Learn to identify brand positioning and numerous marketing communication vehicles that can communicate brand advantage to customers
<b>4</b>	Brand Essence and Brand identity (2 hours)	Discover the components on how Brands create value for businesses and the customers
<b>5</b>	Brand Design (3 hours)	Understand about Verbal and Visual Brand Expression, Logo Design and Brand Personality
<b>6</b>	Brand Communication (2 hours)	Discover the 6Ms framework of brand communication
<b>7</b>	Branding on Social Media (3 hours)	Learn about building Digital Brands over the internet
<b>8</b>	Brand Portfolio Management (2 hours)	Determine sustainable tactics to seize opportunities to consolidate your brand in the market
<b>9</b>	Brand Architecture (2 hours)	Understand about Brand Architecture Spectrum and Hybrid Architectures
<b>10</b>	Managing Brands across Brand Life Cycle (3 hours)	Learn how to Manage Brands in Introduction, Growth, Maturity, and Decline Stages
<b>11</b>	Brand Equity and Valuation (3 hours)	Monitor the brand health by assessing brand equity, customer equity and other KPIs
<b>12</b>	Customer Brand Relationships (2 hours)	Understand the concept of Brand Loyalty and Behavioral Loyalty