

Emerging Business

BRANDSTORMING - Certified Branding Professional

Curriculum

Program Outline :

Module 1: Fundamentals of BRANDSTORMING - Certified Branding Professional

- **Brand Strategy Development:**

Learn to create and implement effective brand strategies that align with business goals and resonate with target audiences.

- **Brand Positioning and Identity:**

Understand how to position a brand in the market and develop a strong brand identity that differentiates it from competitors

- **Customer-Centric Branding:**

Focus on building customer-centric brands that foster loyalty and trust by meeting and exceeding customer expectations.

Module 2: Advanced BRANDSTORMING - Certified Branding Professional

- **Customer Journey Mapping:**

Develop detailed customer journey maps to understand and enhance the customer experience at every touchpoint.

- **Brand Positioning Statement:**

Craft a compelling brand positioning statement that serves as the brand's north star, guiding all marketing efforts.

- **Brand Equity Measurement:**

Implement advanced techniques to measure brand equity and evaluate the sources of brand value

Module 3: Practical Applications

- **Brand Strategy Development:**

Develop and implement comprehensive brand strategies that align with business goals and resonate with target audiences.

- **Brand Positioning and Identity:**

Create strong brand positioning and identity to differentiate the brand from competitors and establish a unique market presence

- **Customer-Centric Branding:**

Build brands that foster customer loyalty and trust by consistently meeting and exceeding customer expectations.

Module 4: Capstone Project

- **Brand Strategy Development:**

Develop a comprehensive brand strategy that aligns with business goals and resonates with target audiences. This includes defining brand positioning, value proposition, and target market.

- **Brand Communication and Storytelling:**

Master the art of brand communication and storytelling to effectively convey the brand's message and values. Develop compelling brand stories that resonate with the audience across various platforms.

- **Measuring Brand Performance:**

Utilize key metrics and analytics to measure and evaluate brand performance. Make data-driven decisions to optimize branding efforts and achieve desired outcomes.

Elective Modules

- **Advanced Brand Strategy Development:**

Explore advanced techniques for developing comprehensive brand strategies that align with business goals and resonate with target audiences.

- **Digital Branding and Social Media:**

Learn how to leverage digital platforms and social media to enhance brand presence and engage with the audience effectively.

- **Crisis Management and Brand Reputation:**

Understand strategies for managing brand crises and protecting brand reputation in challenging situations.

- **Global Branding:**

Study the principles of global branding and learn how to adapt branding strategies for different international markets.

- **Sustainable Branding:**

Focus on developing eco-friendly and socially responsible branding initiatives that contribute to long-term success.

Websites:

- <https://chools.in/>
- <https://ramaqschools.com/>
- <https://www.choolsgroup.com/>