

Management Programs

Strategic Branding

Curriculum

Program Outline :

Module 1: Brand Positioning

- 1. Introduction to Brand Positioning**
 - Core principles and concepts.
- 2. Techniques for Strategically Positioning Your Brand**
 - Strategies for effective brand positioning.
- 3. Brand Positioning Workshops**
 - Hands-on workshops to practice brand positioning.

Module 2: Brand Architecture

- 4. Introduction to Brand Architecture**
 - Core principles and concepts of brand architecture.
- 5. Understanding and Structuring Your Brand Portfolio**
 - Techniques for brand architecture.
- 6. Brand Architecture Workshops**
 - Hands-on workshops to practice brand architecture.

Module 3: Brand Equity

- 7. Introduction to Brand Equity**
 - Core principles and concepts of brand equity.

8. Building and Maintaining Brand Equity

- Techniques for brand equity.

9. Brand Equity Workshops

- Hands-on workshops to practice building brand equity.

Module 4: Brand Personality

10. Introduction to Brand Personality

- Core principles and concepts of brand personality.

11. Developing a Unique and Compelling Brand Personality

- Strategies for brand personality.

12. Brand Personality Workshops

- Hands-on workshops to practice developing brand personality.

Module 5: Brand Storytelling

13. Introduction to Brand Storytelling

- Core principles and concepts of brand storytelling.

14. Mastering the Art of Storytelling

- Techniques for effective storytelling.

15. Brand Storytelling Workshops

- Hands-on workshops to practice brand storytelling.

Module 6: Brand Experience

16. Introduction to Brand Experience

- Core principles and concepts of brand experience.

17. Creating Memorable Brand Experiences

- Strategies for impactful brand experiences.

18. Brand Experience Workshops

- Hands-on workshops to practice creating brand experiences.

Elective Modules

19. Data-Driven Decision Making in Branding

- Techniques for making decisions based on data and insights.

20. Risk Management in Branding

- Strategies for identifying and managing risks in branding.

21. Behavioral Decision Making in Branding

- Understanding human behavior in branding processes.

22. Ethical Branding Practices

- Ensuring ethical standards in branding practices.

23. Collaborative Branding

- Techniques for effective collaboration in branding.

24. Conflict Resolution in Branding

- Managing and resolving conflicts in branding settings.

Websites:

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