Introduction

This course aims to empower students with knowledge to understand and analyze brand and branding management, from a corporate and consumer perspective. This objective will be achieved by analyzing key concepts surrounding the subject as mentioned in the lecture topics below.

Lectures are a mix of theory and practical exercises to increase students’ involvement and work capacities and to make lectures more dynamic. Practical exercises (workshops) entail written exercises (storytelling) and oral presentations (case studies) and logo design. A mandatory case study has to be prepared by students and represents 25% of the overall score for the course.

Lectures Topics

Introduction: What is a brand and what is brand management?
Duration: 1 Hour

Storytelling and Branding
Duration: 4 Hours

The Internationalization of brands
Duration: 2 Hours

The importance of consumer perception and behavior in branding
Duration: 3 Hours

Tools for marketing and branding strategy
Duration: 3 Hours

Brand Equity
Duration: 2 Hours

Branding architecture
Duration: 2 Hours

Building a corporate social responsibility image
Duration: 2 Hours

Branding and Ethics
Duration: 2 Hours
Internet and Social media branding
Duration: 3 Hours

Graphic design in branding
Duration: 3 Hours

Case study: Coca Cola
Duration: 2 Hours

Case study: Nokia in India
Duration: 2 Hours

Case study: L’Oreal
Duration: 2 Hours

Workshops

➢ Writing a storytelling

➢ Designing a logo

➢ Case studies

Case study: Vodafone

--------------------------------------------------------------

Duration of course / training
Duration of each session is already mentioned with the course outline

No. of classes / week
No. of Session per week: 1 sessions

Duration covered in each session: 3 hours

We need to cover 33 hour as a whole

Start Date & Time
Commencing from Saturday, June 27, 2015

Time: 10:00 PM to 01:00 PM
Prerequisites for course / training
Familiarity with hardware and software, NO Prerequisites

Target Audience
Modern Software Marketers, Professional Managers, Business Development Executives, Software Engineers, Perspective Brand Executives etc.

Suggested course / training fee
For UIT students: PKR 6,000/-
For Other students: PKR 8,000/-
For Professionals: PKR 10,000/-