

Don't settle.

Brand Management.



Strategic Brand Building Short Course

DISTANCE (ONLINE)

SHORT COURSE

Strategic Brand Building introduces the student to the practice of creating brand strategies from three different perspectives aligned with current brand practice. It considers the ramifications of creating a seamless brand experience embracing outside-in design with inside-out. The course explores shared value and sustainable business practices, both local and global, and offers an analysis of the role of structure, design and levers to implement meaningful change. Design-thinking principles are applied by students to create a brand-business model from ground level within the framework of social entrepreneurship. The module comprises three learning units. The first learning unit introduces the concept of a seamless brand experience. The second explores the creation of embedded sustainability and shared value. The final learning unit considers social entrepreneurship and brand purpose with the creation of a brand-business model from scratch. Each learning unit includes a masterclass from an expert in the relevant field.

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Design.

Brand.

Business.



Strategic Brand Building Short Course

9 WEEKS DISTANCE ONLINE (INCLUDING ORIENTATION)

This short course covers

- Trends impacting branding in a post digital era
- Brand ecosystems
- Consumer insights
- Touchpoint strategy and activation
- Environmental challenges for brand-business
- UN Sustainable Development Goals
- Shared value creation and embedded sustainability
- Circular economies and design
- Social enterprise and brand purpose
- The business model canvas and development
- Brand purpose for social entrepreneurship
- Building a sustainable start-up brand

To succeed in your online journey, you need to be

- Self-motivated and invested in your learning journey.
- Disciplined and able to balance studying with work and family commitments.
- Able to direct your own studies, maintaining a diligent pace.

To assist you in succeeding in your online journey, our teaching approach is

- Student-centric: we facilitate your thought processes to foster innovative ideas and creative solutions.
- Authentic: we use real-life examples and case studies.
- Activity-based: We move your learning forward through applied activities and assessments.
- Discussion-based: we ask you questions and stimulate debate to provoke deep thought and insights about course content.

Who should join?

The course is aimed at middle and senior managers, responsible for the implementation of sustainable strategic planning in the brand, marketing and communication industry. These individuals will have practical experience in the field and are seeking to take their strategic brand building skills to the next level within context of the circular economy and brand ecosystems.

Online delivery includes

- An online learning system that leads students through the content, prescribed material and activities.
- Online academic navigators (tutors) who are subject experts and maintain the human experience of the learning process.
- Weekly live sessions with the course's online navigator.
- An online success navigator who supports students throughout the learning journey.
- Access to our online information centre.

Note:

- Scheduled live sessions generally take place after hours.
- While you can generally structure your study time as you need, there are scheduled online sessions during which you will get mediated support. Scheduled assessments in the form of online activities and assignments are paced to ensure your studies progress.
- A reliable internet connection, own device with (at least) Windows 7 and Google Chrome, Microsoft Edge Chromium or Firefox and 5-10 GB of data are essential to enrol on this short course.

How will I benefit?

This short course will enhance your ability to synthesise your approach to sustainable business and brand management and will equip you with models for strategic brand building. You will gain insight into how to:

- Assess the shifts impacting brand building in a post digital world
- Consider the role of data analytics within brand ecosystems
- Derive stakeholder insights from research findings
- Apply touchpoint strategies within brand ecosystems
- Embed sustainability goals into purposeful brand and business strategy
- Apply a shared value brand-business approach to brand building
- Consider the principles of circular design in creating purposeful brand and business strategies

*In the case of insufficient registrations, or other unforeseen circumstances, IIE-Vega reserves the right, at any time, to either postpone or cancel any short course.

THE IIE IS ACCREDITED AS AN INDEPENDENT HIGHER EDUCATION INSTITUTION BY THE BRITISH ACCREDITATION COUNCIL.