

DIPLOMA IN STRATEGIC BRAND AND PACKAGING MANAGEMENT

A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate those of the competition. The essence of formulating competitive strategy is relating a brand to its environment. Although the relevant environment is very broad, encompassing social as well as economic forces, the key aspect of the brand's environment is the industry or industries in which it competes. Therefore, the goal of competitive strategy for a brand is to find a position in the industry where the brand can: 1) articulate a compelling value proposition, 2) defend itself against competitive forces and influence them in its favor and 3) leverage communication resources to sell the brand message and build brand equity.

In this course, students examine how a favorable brand and memorable brand experiences can influence a firm's ability to withstand competitive pressures and thrive in dynamic market conditions. They will study brand management from the consumer perspective to highlight the importance of customer perceptions in bringing brands to life and the role of brand knowledge in building brand equity. Students will become acquainted with cutting-edge frameworks, concepts and tools that have been adopted across industries and around the globe to build lucrative brand franchises. Additionally, students will consider the role of marketing communication vehicles and platforms in effective brand management.

The learning objectives for this course are to have students:

1. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.
2. Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).
3. Learn how to identify brand meaning and to measure brand strength for any particular market offering.

Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

1st Semester Course

Course code	Course title	Credit unit
DBM 101	Introduction to brand management	3
DBM 102	Brand management and brand leadership ideas	3
DBM 103	Corporate brands strategy (building strong brand)	3
DBM 104	Social Media and the branded customer Experience	3
DBM 105	Measuring brand performance	3
DBM 106	Branding research and brand measurement	3

2nd Semester Course

Course code	Course title	Credit unit
DBM 108	Corporate Branding policy	3
DBM 109	Brand design and structures	3
DBM 110	Brand competition management	3
DBM 111	Case study	3
DBM 112	Project work	3