

Branding & Brand Management

*Diploma in*

# BRANDING & BRAND MANAGEMENT

inspobiz  
Estd: 2013

BRANDMANAGE

Build Your Own Brand Yourself



inspobiz BrandManage - +918943 756 562



HIGHLY EFFECTIVE AND  
INTERNATIONALLY APPROVED  
SYLLABUS

LEARN

BRANDING

WITH THE  
BASICS OF  
DIGITAL  
MARKETING

@inspobrandmanage





The background is a solid pink color. In the top left, there is a close-up of a pink laptop keyboard. A pair of thin, gold-colored glasses with round lenses is positioned diagonally across the upper left. In the bottom left corner, there are some pink flowers, possibly roses, partially visible.

Diploma in Branding &  
Brand Management

**IT WILL  
HELP YOU  
CREATE A  
POWERFUL  
BRAND  
YOURSELF**

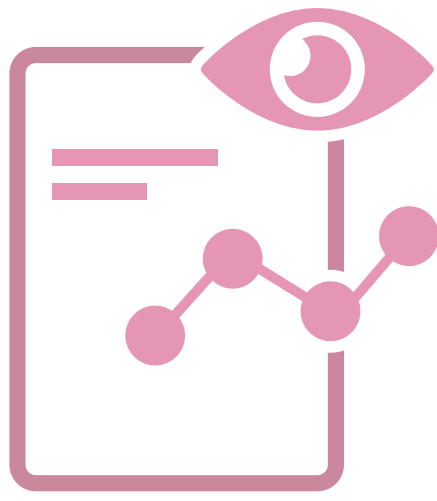
INSPOBRANDMANAGE

# *What you'll learn*

- How to identify and establish brand positioning and values
- How to plan and implement brand marketing programs
- How to evaluate a brand equity management system
- How to design strategies that retain existing brand resonance



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# Course Synopsis

This course covers many of the fundamental topics in branding, particularly sustainable branding. Beginning with an exploration of brand strategy and motivations, the course progresses to an understanding of key themes such as brand design and brand architecture. It also discusses assorted topics such as brand auditing, transparency in sustainable practices and the key role of social media in branding today. All topics covered apply a unique sustainability-centered focus, with careful differentiation between B2C and B2B brands in the market. This course employs case studies as the primary mode of assessment in order to demonstrate the application of course learning in the real world.

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# COURSE GOALS:

- **UNDERSTANDING BRAND IMAGE:** THIS COURSE AIMS TO PROVIDE STUDENTS WITH A GREATER UNDERSTANDING OF THE BRAND IMAGE AS A KEY DELIVERABLE OF THE MARKETING PROCESS.
- **UNDERSTANDING BRAND STRATEGY:** STUDENTS WILL UNDERSTAND THE PROCESS OF CREATING A CONSISTENT, APPLICABLE BRAND MESSAGING STRATEGY AS WELL AS THE PARTICULARITIES OF SUSTAINABLE BRANDS.
- **UNDERSTANDING BRAND ARCHITECTURE:** STUDENTS WILL UNDERSTAND BRAND PORTFOLIOS UNDER A SINGLE FIRM, AND WILL UNDERSTAND HOW THEIR TREATMENT DIFFERS FROM A SINGLE BRAND.
- **TECHNOLOGY AS A DRIVER FOR SUSTAINABLE BRANDING:** STUDENTS WILL UNDERSTAND THE ROLE OF INNOVATION IN DRIVING SUSTAINABLE BRANDING. ADDITIONALLY, THEY WILL UNDERSTAND THE IMPORTANCE OF CUTTING-EDGE TECHNOLOGY SUCH AS SOCIAL MEDIA IN THE FIELD OF BRANDING AND MARKETING.

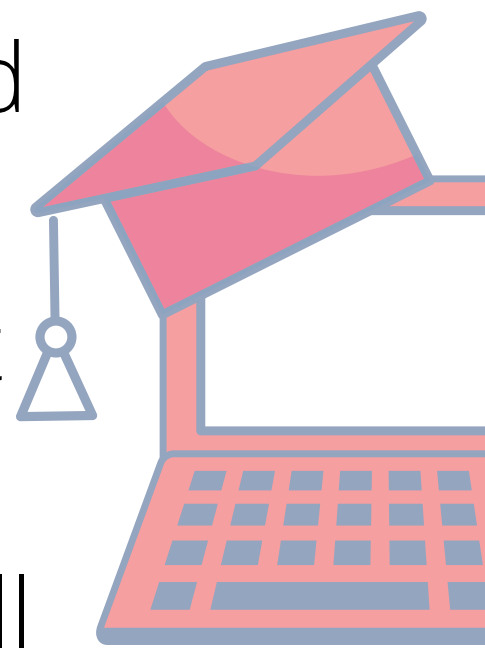


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# Student learning objectives/outcomes

- Be able to describe and identify all the components of Brand Management and how they affect and improve marketing decision-making.
  - Be able to determine how new products should be introduced and how they should be named.
- Be able to design and implement branding strategies.
- Be able to describe and identify all the components of “Brand equity” and how it can be built and developed.
- Be able to understand how “strong” brands are created, managed and measured.



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# Syllabus

## Module 1: Marketing Strategies

- o Business Strategies and their Marketing implications
- o Identifying and measuring Marketing Opportunities
- o Developing Marketing Strategy
- o Understanding buyer behavior
- o Consumer Buying Behavior Key Select Concepts
- o Pricing Strategy and Services Strategy
- o Service Strategies and Policies
- o Designing and Managing Integrated Marketing Communications (IMC)



## Module 2: Product and Brand

- o Nature and Role of Product Managers and Product Management
- o Products and buyer behavior
- o Idea management and Screening new ideas
- o Growth and Deletion

## Module 3: Testing and Development

- o Theory and application of the product life cycle management
- o Concept Development and testing

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# Syllabus

## Module 4: Brand Protection and Laws

- o Intellectual Property Rights
- o Trademark and Copy right
- o Asset Management
- o Corporate Laws

## Module 5: Brand Strategy

- o Introduction to Branding
- o Developing a brand strategy
- o Overall value chain of branding

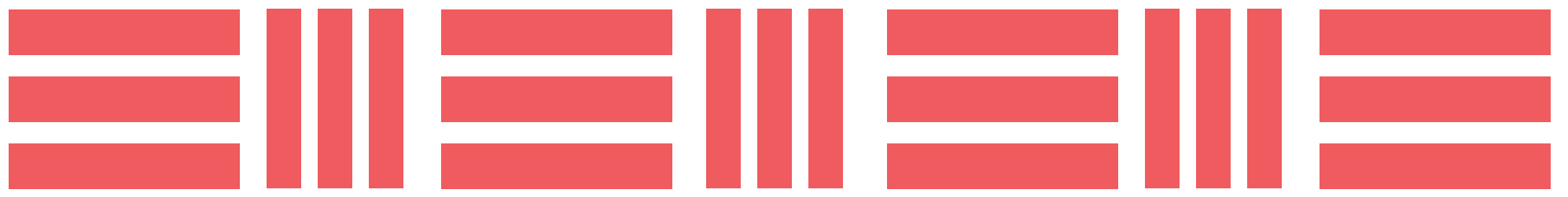
## Module 6: Brand Elements and equity

- o Choosing the brand elements
- o Branding and new media environment
- o Secondary association and brand equity

## Module 7: Managing Brand Performance

- o Managing brand performance
- o Managing sources of brand equity





## **Course Include:**

Basics of Digital Marketing

Brand Protection

Personal Branding

Why Do Brands Matter? The Use of  
Brand Elements

Strategic Brand Management  
Process

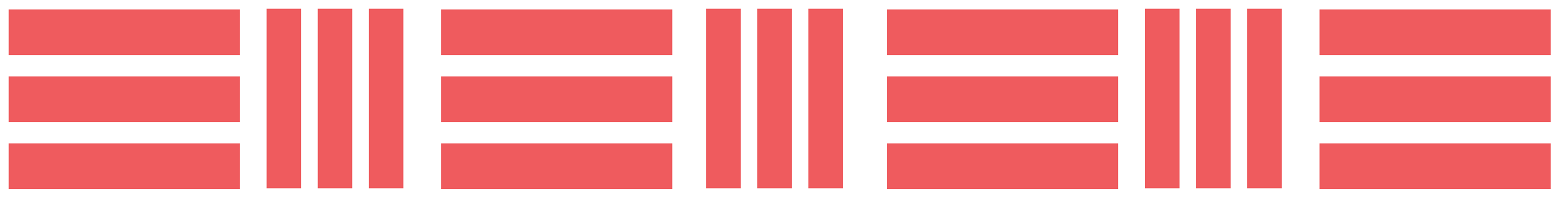
Brand Positioning; Brand Resonance  
Model

Product Marketing Strategy and  
Marketing Plans

Providing Branding  
Recommendations



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## **Course Include:**

Brand Image & Measurement  
Brand Strategy  
Brand Design  
Brand Design & Sustainability  
Brand Architecture  
Brand Auditing and Brand  
Dynamics  
Brand Authenticity & the Role of  
Transparency  
Sustainable Branding, CSR,  
Greenwashing  
Leading the Sustainable Brand  
Forward: Social Media



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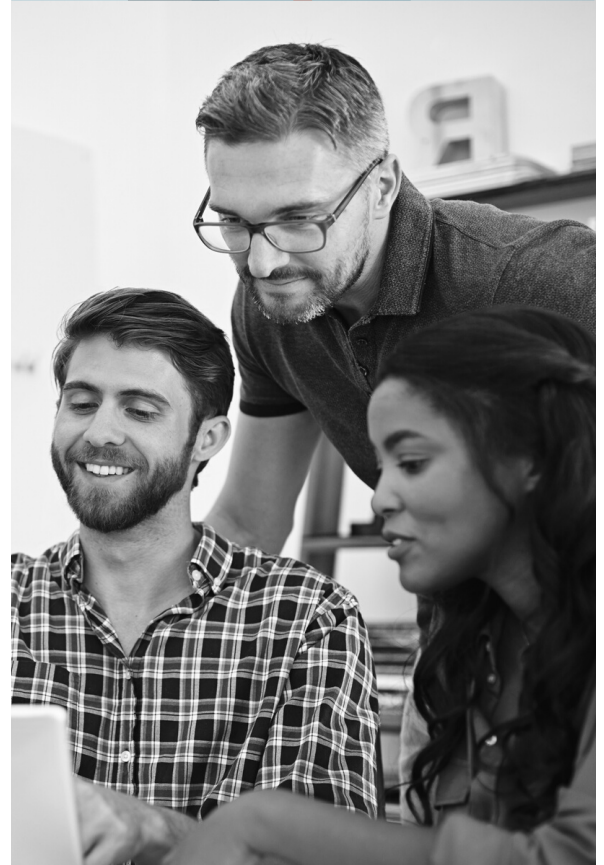
# AVAILABLE JOB ROLES

- Brand manager
- Account manager
- Social media specialist
- Client relation manager
- Product manager
- Digital marketing specialist

## Joining Criteria

**Basic Qualification:** SSLC or +2 or equal

**Age Restriction:** 18 to 45 (only for skill certifications) and any age category people can attend this course.



DIPL OMA I N B R A N D I N G A N D  
B R A N D M A N A G E M E N T



# WHO SHOULD ATTEND

Working professionals from both B2B and B2C domains

Entrepreneurs running family businesses or start-ups

Working professionals from various industries such as Hotel/Hospitality, IT/ITES, Banking, Insurance, retail, real estate, etc.

Professional Students who perusing professional courses can attend along with their regular studies.

Graphic Designers, Product photographers, Digital Marketing Experts, Social Media Promoters, Packing Designers, Business Consultants, Trainers, Marketing Managers, Sales Executives, Company CEOs, Manufacturers, Business Enthusiast etc.

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# DURATION & CLASS MODE

- Class Duration: 150 days
- **Course Duration: 1Year**
- Zoom or Google Meet: 20 classes
- Theory detailing Exam Special Coaching **Pre-recorded Classes:** Through Whatsapp
- **Offline Class:** 2 Classes, 10am to 3pm
- Expertize and Course Completion Certificate will be issued.

## **Fee Structure:**

- At Join Time 30%,
- Next two EMI 20% and 20% within 90 days and
- \*Finally 30% pay only if you required Government approved skill Certificate.

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# COURSE MODE CONTAINS

- 20 Live Classes, (Weekly 1)
  - 2 Offline classes (After Live Classes)
  - Weekly 2 or 3 whatsapp audio theory classes
  - PDF work e-book, references and books details, reference video tutorials etc.
- will be provided.

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## FOR GOVERNMENT APPROVED SKILL CERTIFICATE

- Candidate should have 80% attendance
- 3 Assignments, 1 Seminar (through Google meet or Zoom), Prepare 1 Project report.
- Candidates Should attend Offline classes.
- Certification based on Public Exam conducted by concerned authority.

Written, individual submissions. Case study assignments constitute the bulk of the grading for this class and are the primary mode of assessment. Students will be given cases and certain questions pertaining to them, which they will be expected to answer in detail. Submissions should engage with both the specifics of the situation and the broader themes of the class.

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Course Managed By



Business & Branding  
Strategic Execution Expert

**Ebi Kaeliyas**



# Contact Us

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We are happy to help you  
To know more about our Branding Course,  
Please feel free to contact us.



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