

Strategic Brand Management

This course will improve your career prospects, contribute to your personal development and keep you current and relevant in your industry.



Course Information

Course Name	Strategic Brand Management
Course Designer	IMM Graduate School and Oxcom
Course Category	Marketing and Advertising
Course Duration	12 weeks
Cost of Course	R5 500 including VAT
Course Delivery	Online Short Course

Course Overview

Every course is broken down into bite-size chunks – manageable modules that will help you assimilate and apply your knowledge in record time. Our courses are pointed for the current market, simple and sharp like the tip of an HB pencil. You'll be able to study online from anywhere in the world, in your own space, at your own pace, guided by our industry experts. With our practical and business-relevant material, you'll be given hands-on tools to help you deal with real-world scenarios.

Strategic Brand Management	
Who Should Attend?	<ul style="list-style-type: none"> • If you are working in the branding, marketing or the marketing communications field or are the owner or manager of a small business, then this course is for you. • Those currently unemployed and looking for a practical way to upskill and gain employment in the above fields, including university graduates and school leavers.
Course Description	<ul style="list-style-type: none"> • In a marketplace saturated with products and services to suit every taste and every consumer, from a chic young urbanite who knows what he wants to an aunty who won't budge in her brand loyalty, your brand needs an identity strong enough to stand out from the crowd. • Strategic Brand Management adds value to an organisation's products or services by creating a unique identity in the marketplace. This signature identity, or "brand stamp" if you like, allows a company to differentiate itself from its competitors and communicate its message and positioning in a consistent, integrated way. • With this short course, you'll learn how to make your brand stand out in an arena where everyone is jostling for attention. You'll explore Aaker's brand identity model, be given practical tools to create a distinct identity for your brand and successfully position your brand in a relevant, meaningful and dynamic manner. You'll also get an in-depth look at the brand identity development process and brand positioning, brand architecture and the creation of the customer brand experience, consumer behaviour and its influences, and the competitive advantage of strong brands.
Professional Recognition	<p>Certificate of Successful Completion - On completion of your short course, you'll be awarded a certificate that's approved by the IMM Graduate School and our respective partners, recognising the skills and key competencies you've developed along the way. This certificate can be used to document your commitment to continuing professional development in your personal portfolio (including your LinkedIn profile or CV), or to provide evidence to employers or</p>

<p>Professional Recognition</p>	<p>other professional bodies of your achievement. Moreover, you'll be better equipped to face workplace challenges, enhance your professional performance and, thereby, boost your career.</p>
<p>Course Content</p>	
<p>Course Modules</p>	<p>Week 1</p> <p>The Concept and Process of Strategic Brand Management:</p> <ul style="list-style-type: none"> • Understand why brands have become so important today • Learn about brand identity, image and personality • Explore how brands reduce consumers' perceived risks • Explore how brands are used for self-expressive purposes • Learn about the competitive advantage of strong brands <p>Week 2</p> <p>The Concept of Brand Equity:</p> <ul style="list-style-type: none"> • Learn about the "pyramid" from brand awareness to brand loyalty • Discover how consumer allegiance to a brand becomes the brand's "equity" • Learn how revenues from this equity become the brand "value" to the firm • Learn how to measure brand equity and brand value • Learn about the lifetime value of brand loyalty • Understand the trade-off between reach and depth <p>Week 3</p> <p>The Brand Identity Development Process and Brand Positioning:</p> <ul style="list-style-type: none"> • Learn how to craft a brand positioning statement and value proposition • Understand how to reach and create a positioning map • Understand why brand position and brand image are not the same • Describe how innovation can disrupt the positioning map • Know which media channels to use to communicate the position • Discover how social media accelerates word-of-mouth

<p>Course Modules</p>	<p>Week 4</p> <p>The Three Brand Components of identity, Image and Personality:</p> <ul style="list-style-type: none"> • Learn how the three brand components are built over time • Understand how the brand name, brand logo, brand slogans, and spokesperson fit together • Understand the launch process for a new brand • Choose the most effective media choices for the introductory campaign • Learn how to track the penetration process of the new brand <p>Week 5</p> <p>The Growth Strategies of Established Brands:</p> <ul style="list-style-type: none"> • Learn about the main growth strategies of established brands • Discover how loyalty programmes help, maintain and grow brand allegiance • Understand the important branding role of corporate social responsibility • Discover how competitive position influences the choice of strategy • Know when a brand should respond to a low-price private brand attack • Learn how to fit the media mix into the brand personality <p>Week 6</p> <p>The Importance and Function of Brand Architecture:</p> <ul style="list-style-type: none"> • Discover how brand architecture establishes the optimal inter-relationships of brands within a single company • Understand why a strong brand can support the acceptance of a new product • Learn how to assess the degree to which a brand can be extended • Understand how umbrella brands work • Know what to look for when researching potential extensions • Understand how a brand extension can help to increase parent brand equity • Understand how co-branding works • Know when to shift to a new brand
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Course Modules

Week 7

Brands Adaptation in Foreign Markets:

- Understand how the Internet has made almost all brands “global”
- Describe how companies have tried to adapt brand names and logos to foreign markets
- Learn about the risks and benefits of foreign licensing (including franchising) of the brand
- Understand why the strongest brands are almost all global brands
- Understand why consumers in advanced economies tend to prefer local brands
- Discover how counterfeits can dilute the equity of top global brands
- Learn why success abroad may or may not mean increased brand equity at home

Week 8

Brand Acquisition and Divestiture:

- Understand why a company decides to acquire a brand
- Discover why brand acquisitions are common even if expensive
- Know when to change and when to keep the acquired brand name
- Understand why sometimes even weak brands are acquired
- Discover how firms structure their portfolio of brands
- Learn how to decide which brands are most important strategically
- Know when to rebrand or divest a failing brand

Week 9

The Application of Product Brand Components to Nation

Brands and Personal Brands:

- Understand how the same components that are used to build product brands can be applied to nations, as well as, personal brands
- Describe the components of a nation brand
- Learn how personal branding can help individuals to set goals for themselves
- Discover how experiential branding grew out of service branding
- Learn how consumers have come to love their favourite brands

<p>Course Modules</p>	<ul style="list-style-type: none"> • Understand why social media might be enough as a sales channel • Discover how simplicity and design come together in today's leading brands
<p>Career Opportunities</p>	<ul style="list-style-type: none"> • Brand Manager • Strategist • Entrepreneur • Account Executive • Product Manager

About The Team

<p>Your Success Team</p>	<p>Karen Roos Course Designer & Head Tutor <i>Expert Course Developer, Specialist Lecturer, Facilitator and Consultant in Strategic Brand Management</i></p>  <p>While you study this course, you will be supported by your head tutor Karen Roos, an industry leader and trainer extraordinaire. Karen will be your go-to person, facilitating online discussions with your fellow students in your group, as well as, being available for individual queries and help if you need it. She'll also be the one carefully marking your assignments. For any content or course-related questions, you can contact Karen on: karenzm@imm.co.za</p> <p>Karen in a Nutshell Karen is an authority on strategic communications and an ace at imparting her hard-won knowledge. She has over 20 years of experience in lecturing various marketing and brand communications courses for a range of tertiary institutions, as well as, extensive experience as a facilitator for “big-brand” clients such as the SABC, Discovery, Vodacom, Woolworths, Nedbank, Media 24, BASF and Tiger Brands and ABSA. Her super skills lie in: Strategic Planning, Strategic Brand Management, Brand Architecture, Account Management, Marketing, Communications, Digital Strategy, Social Media, Content Writing, Research, Lecturing and Course Content Development. To ensure that her role as educator, facilitator and</p>
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<p>Your Success Team</p>	<p>developer remains relevant to the current business environments, she runs a consultancy specialising in brand strategy and digital strategy for a host of organisations, keeping her at the coalface of the industry and its constant evolution.</p> <p>Christa Kavungo Course Administrator <i>Academic Liaison Expert</i></p>  <p>As your Course Administrator, Christa Kavungo is the one who connects the dots and connects people. If you have any admin-related questions or concerns, she's the one in the know who will be able to assist you. You can email her on shortcourses@immsc.co.za or call 011 628 2000.</p> <p>Christa in a Nutshell: Think of Christa as a professional liaison, bringing people and processes together. With a wealth of experience in academic sales, support and administration, she's passionate about making sure things run smoothly for a business, particularly in the field of education.</p> <p>Although she's an administration pro, her super skills go far beyond that... Christa thrives on keeping open channels of communication with students, as well as, professionals that collaborate to provide student services. She's well-versed in sales, advising, counselling, supporting and consulting and has recently completed her BPhil Honours in Marketing Management.</p>
<p>How to Register</p>	<p>We've made registering for our professional short courses as easy as can be. Simply visit the IMM Graduate School website (www.imm.ac.za) and click on the Professional Short Courses button which will take you to our dedicated short course platform and register there. Click on the Register button and fill out the registration form, fast-tracking the sign-up process when you've decided on the short courses you'll be taking.</p> <p>To sign up for any course, just click on the Add to Basket or Buy Now button, and when you've finished selecting your courses, proceed to make payment online. Once you've completed your</p>

<p>How to Register</p>	<p>payment, we'll send you all the information you need outlining the way forward. Your course/s will be ready for access and commencement once payment or part payment has been made, launching you into your career-boosting adventure.</p>
<p>Payment Details</p>	<p>All short courses through the IMM Graduate School are to be paid via the website using the PayFast payment facility. PayFast is an easy, secure and instant payments processing service, offering you a variety of payment options making it more affordable for you to make this worthwhile investment in your future career.</p> <p>To make sure we're all on the same page, we'd just like to highlight the fine print of the short course payment terms for you.</p> <p>Here's the nitty-gritty:</p> <ul style="list-style-type: none"> • All fees stated in the official website are inclusive of VAT. • Fees are fixed for each short course cycle, however, the IMM Graduate School reserves the right to change fees on a subsequent cycle without notice. • In order to commence the short course, a student must pay a minimum of 60% of the fee prior to the course commencement date. • The balance of the fee is payable within four (4) weeks after the course commencement date. • In the event that the balance is not paid, the student will not be allowed to access the balance of the modules to complete the short course. <p>We know that life can sometimes throw curveballs at us, so we do have a cancellation policy should you enrol and need to backpedal due to unforeseen circumstances. Here are the details of our cancellation policy – please read them carefully:</p> <ul style="list-style-type: none"> • Students who have paid the minimum of 60% by commencement date will be granted a 75% refund of monies paid if the course is cancelled prior to the commencement date. • Students who have paid the minimum of 60% by commencement date will be granted a 50% refund of monies paid if the course is cancelled prior to the four (4) week cycle post the commencement date.

Payment Details	<ul style="list-style-type: none">• Any cancellation requests after the four (4) week cycle post the commencement date will not result in any refund of money whatsoever.• Cancellations and subsequent refunds will only be considered if it is as a direct result of:<ul style="list-style-type: none">➤ Death➤ Temporary/Permanent disability➤ Dread disease➤ Force majeure <p>IMM Graduate School reserves the right to request information that supports the reason for cancellation.</p> <p>And that's it! It was a mouthful wasn't it, but very necessary to ensure a smooth, worthwhile and enjoyable learning experience all round.</p>
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