



- ▶ fundamentals of holistic branding

This course will help give you a first hand view of what Branding is all about. You will acquire the ability to see the difference between a Brand and a Commodity. The mystique in branding will be removed and participants will emerge with key understanding of why some brands are strong, why others are not and what are the key attributes needed to become a strong Brand.

Objectives:

Upon completion of this course, participants will:

- acquire strategic knowledge about their Brand as a key business driver.
- be equipped with the correct tools and mindset as to how to get the most out of Branding.
- learn how to get the most out of Branding.

Contents:

- The Multi-Faceted Discipline of Branding
- Descriptions & definitions
- A strong Brand and its characteristics
- The Brand Strategy as a key differentiator in a cluttered market
- The Brand Perception Gap
- Understanding consumer Brand attachments & choices
- Branding and today's emerging consumer
- What does it take for your brand to stay relevant

Suitable for anyone who has the interest to gain knowledge in the area of branding

Date of Commencement: 1, 3, 8 & 10 Mar 2011

Duration: 4 evening sessions

Time: 7.00pm - 9.30pm

Venue: IACT College

Fees: RM400 per participant

HRDF Training Grant: SBL

