



Date of Commencement: 12, 14, 19 & 21 Jul 2011

Duration: 4 evening sessions

Time: 7.00pm – 9.30pm

Venue: IACT College

Fees: RM350 per participant

HRDF Training Grant: SBL



Retail Branding is about how to create emotional connection at retail that is in-line with the core value, essence, and personality traits of the brand.

Objectives:

Upon completion of this course, participants will:

- gain knowledge on space planning skill and technique.
- understand how product merchandising works.
- how visual marketing can help to strengthen “emotional connection” to your brand.
- key factors to consider in formulating Retail Brand Guide.
- be an indispensable asset to any organisation you are involving in.

Contents:

- Define Retail Branding
- Who needs retail brand identity
- How to develop retail brand identity for your brand
- Retail Brand Guide

Suitable for those involved in Branding, Retail Marketing, PR and Advertising Industry, Visual Merchandiser, Merchandising Executive/Manager and Product Executive/Manager.