

Brand Analyst and Derivative Strategist - Syllabus - Session 1 - 45 hours

Sr. No	Topic	Objective
1	Introduction lecture	To introduce the course module
2	Brand - What is a Brand	To delve deep into branding dynamics
3	Past, Present and Future of the brand	To comprehend the growth curve in brand dynamics
4	Brand Strategy & case studies	To analyse the various use cases
5	Brand Persona	To co-relate the archetypes to the voice and personality
6	Differentiation & positioning strategy	To position your brand in a blue ocean
7	Brand Voice	Draw a full circle between the different verticals of branding
8	Brand storytelling framework	Understanding how to build a narrative for a brand
9	Competitor Research	Analyzing the different ways to research brand competitors
10	Brand Awareness to Brand Advocacy	To understand the A-Z process of building a brand
11	Brand Reputation	Deep diving into the various ways a brand's image can be managed
12	Customer Lifetime Value Index	Understanding the value of retaining past customers
13	Personal Branding	To understand the value of creating an impression as a Brand owner
14	Brand Audit	Learning how to audit a brand in the nascent phase
15	Brand Valuation + Brand Value chain	Understanding the different value to value a brand
16	Brand Logo	Analysing the different elements required for logo design
17	Project Review	Conducting a detailed review where the students have to present their work in front of other colleagues

Brand Analyst and Derivative Strategist - Syllabus - Session 2 - 45 hours

Sr. No	Topic	Objective
1	What is Marketing	Understanding the transition from branding to marketing
2	Difference between Marketing vs Sales Vs Business Development	Detailed differentiation between different job roles
3	Traditional Vs Modern Communication + Introduction to the Marketing Communication	Analysing the Communication mix and comparing the modern and traditional mix
4	Consumer Choice Models	Understanding the importance of the customer in Marketing
5	Media Mix Modeling & Multi touch attribution	Showcasing the different elements of the media mix
6	Digital Transformation from Product to Platform	Highlighting the digital transformation from Product to Platform
7	Creating a digital journey for a brand - Offline presence to Online presence	Mapping out a digital journey for brands with examples
8	Introduction to Social Media Marketing tools	Social Media explained to the T
9	Live analysis of Facebook , Instagram, Linked In, Twitter, Quora, Pintrest, Snapchat &	To understand the importance of creating tailor-made strategies
10	How to enhance customer engagement through structuring social media analytics	Learning how to enhance engagement via analytics
11	Creating organic growth of the brand	Stressing the importance of Organic Social Growth
12	Monetizing various social media channels	Emphasizing on the monetary value of social
13	Creating advertisement on various social media platforms through real time simulation	Weighing the importance of creating ads on social
14	Writing skills to create content for bringing website naturally in top ratings	Stressing the different ways to improve website content
15	Creating right content strategy for the brand	Content strategy in a nutshell
16	Google Adsense and ways to monetise	Learning how to monetize through Google Ad sense
17	Project Review	Conducting a detailed review where the students have to present their work in front of other colleagues

