# DIPLOMA|  BRAND MANAGEMENT

## *London City University*

## Course Overview

This online course helps individual to get promotion and progress in the areas of brand management and communication. For a business, brand name is crucial and a strong brand can influence purchase decisions of consumers and customer which bring ultimate profit to company.

This course focuses to make you expert and develop understanding of the significance of brand equity and on how to create, measure, and administer brand equity.

Topics will cover to understand brands from the customer's standpoint, creating brand equity, determining brand equity, leveraging brand equity, administrating brand portfolios and managing brands time to time

## Course Content

- ❖  Brand and Brand Management
- ❖  Brand Elements
- ❖  Criteria to develop Brand Elements
- ❖  Building Brand Equity
- ❖  Measuring Brand Equity
- ❖  Managing Brand Equity Over Time
- ❖  Managing a Brand Portfolio
- ❖  Strategies for Brand Extensions

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| **Course duration** | **3 Months OR as per your requirement \| Flexible and dependent on your time frame and need** |
| **Entry Requirements** | **A Success Oriented Personality** |
| **Certification** | **London City University**, will award an approved diploma at the end of course training. Flexibility in training ensures all participate get certification. |
| **Mode of application** | Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to info@cvwarehouse.ae and get 50% discount on all courses offered by **London City University** |
| **Course Assessment** | London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent. |

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